



Fashion Styling & Multimedia

FASHION COMMUNICATION & IMAGE AREA

OVERVIEW

A dynamic course designed to train participants in the essential **technical and theoretical aspects of creating fashion content** — from photography and video to styling and art direction.

Tailored **for those with limited time**, it focuses on visual communication, exploring the many facets of fashion styling through imagery and multimedia to persuade, inspire, and evoke emotion.

The role of the fashion stylist combines **strategic insight** with **creative vision**: it requires an in-depth understanding of fashion's cultural and historical context, current trends, and industry innovation, while consistently aligning with the client's brief and brand identity.

The course aims to meet the growing demand for professional figures as:

✓ FASHION STYLIST

✓ CREATIVE DIRECTOR

✓ ART DIRECTOR

✓ IMAGE CONSULTANT

✓ CONTENT CREATOR

COURSE TYPE

One Year Course

Istituto Marangoni Certificate

✓ TREND FORECASTER

✓ DIGITAL CREATOR



KEY OUTCOMES

— Editorial shootings

Research, conceptualize, and produce original fashion styling projects that demonstrate a strong visual identity and creative direction.

— Visual research book

Research and analyze a range of contemporary styles, interpreting them through visual analysis to inspire original aesthetic concepts. By creatively blending and reworking stylistic influences, develop a personal visual language culminating in the creation of a visual book that showcases their research, creative process, and final concepts.

— Video

Plan, style, and produce short-form fashion videos that communicate a clear visual concept, integrating narrative, aesthetic, and technical skills to create impactful moving-image content for social media and fashion communication platforms.

— Portfolio

by integrating styling, narrative, and technical skills, develop a professional portfolio that communicates aesthetic vision and versatility across editorial, commercial, and digital contexts.

INDUSTRY COLLABORATIONS

Thanks to Istituto Marangoni's **strong ties with leading luxury companies** and its diverse international student community, Istituto Marangoni Milano offers a unique methodology that allows students to work on projects under the supervision of the most prestigious fashion and beauty brands, gaining valuable global perspectives.

FACULTY

The Faculty at Istituto Marangoni is recognised internationally for its academic excellence and strong Industry connections. Lecturers and teachers are established professionals who bring real world expertise into the classroom, offering students direct insight into contemporary practices, emerging trends, and the dynamics of the global fashion, design, and luxury industries.



SUBJECT	DESCRIPTION
GRAPHIC DESIGN	It introduces the fundamental principles and digital tools for developing and presenting creative concepts. By mastering key design software, students will learn to visualize ideas using appropriate graphic language and fashion codes, building the foundations for their own distinctive visual style in future projects.
STYLE ANALYSIS	It offers a theoretical exploration of the relationship between fashion and the visual arts from past centuries to the early 21st century. Students examine the evolution of styles and aesthetics across historical periods, analyzing how art, design, and social change shape contemporary fashion. Through readings, museum visits, and research projects, they learn to identify and interpret visual influences, connecting past inspirations with today's stylistic codes and cultural contexts.
HISTORY OF PHOTOGRAPHY	History of Photography.
VISUAL AND FASHION CULTURES	It introduces students to the principles, methods, and professional contexts of styling, combining theory and practice to build a solid creative foundation. Through lectures, case studies, and project-based work, students explore the stylist's role within the fashion system, using visual research to develop editorial and commercial concepts.
STYLING	Introduction to fashion styling practices, focusing on image creation, visual storytelling, and the development of a personal aesthetic approach.
STYLING LAB 1	Styling Laboratories.
PHOTOGRAPHY 1	Fundamentals of fashion photography, including composition, lighting, and visual narrative to effectively communicate concepts and mood.
SHOOTING SLOT	Fashion shoots, allowing students to apply styling, photography, and art direction skills in a professional setting.
STYLING 2	Fashion styling practices, focusing on image creation, visual storytelling, and the development of a personal aesthetic approach.
ART DIRECTION AND PORTFOLIO	With the introduction of the methodologies of fashion art direction and media design students learn to plan and produce creative editorial and advertising content across print and digital platforms, developing interdisciplinary skills in visual communication and team coordination.
FASHION AESTHETIC ANALYSIS AND RESEARCH	It enhances students' sensitivity and creative synthesis across diverse style themes, encouraging aesthetic experimentation and visual reworking. Through analytical study of contemporary visual cultures, students will learn to merge new stylistic concepts with prior knowledge, developing innovative and cohesive creative outcomes.
STYLING LAB 2	Styling Laboratories.
VIDEO MAKING	Exploration of video making techniques.
GENERATIVE AI FOR IMAGE CREATION	It introduces students to the creative and critical use of artificial intelligence in fashion communication. Through experimentation with AI tools, they will produce visuals such as editorials, moving images, and short videos while reflecting on AI's potential, limitations, and ethical implications in contemporary image-making.
PHOTOGRAPHY 2	Fundamentals of fashion photography, including composition, lighting, and visual narrative to effectively communicate concepts and mood.