



Fashion Styling, Creative Direction and Digital Content

FASHION COMMUNICATION & IMAGE AREA

COURSE TYPE

Master's Course

AFAM / 60 CFA equivalent
to 60 ECTS credits

**Recognized by the Italian Ministry
of University and Research.**

OVERVIEW

The Master's course in Fashion Styling, Creative Direction & Digital Content is an advanced program designed to **cultivate the next generation of visual storytellers, image-makers, and digital creatives** in the fashion industry. Students will learn to conceptualize, plan, and execute **editorial projects**—from research methods to digital content for social media and new media formats. The Master's course provides a 360° understanding of how styling, creative direction, and content creation intersect to **shape modern fashion communication**.

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

- ✓ ART DIRECTOR
- ✓ FASHION STYLIST / PHOTOGRAPHER
- ✓ ANIMATION ARTIST
- ✓ DIGITAL / 3D STYLIST / PROMPT DESIGNER
- ✓ DIGITAL CONTENT CREATOR
- ✓ SOCIAL MEDIA MANAGER FOR FASHION BRANDS
- ✓ VISUAL RESEARCHER

WHY FIRENZE?

Studying in Florence means immersing yourself in a city where **fashion, craftsmanship, and contemporary creativity meet every day**. Thanks to Istituto Marangoni's strong industry connections, students engage in workshops, collaborations, and talks with **leading professionals** who bring the latest trends and insights directly into the classroom. Florence becomes a **creative laboratory** where you can experiment with innovative forms, materials, and digital tools like CLO 3D, always with an eye on sustainability. Celebrating the **excellence of Made in Italy**, the program blends local artisanal heritage with forward looking design approaches. Alongside creative and technical skills, you will also develop essential competencies in marketing, personal branding, and strategic preparation—making Florence not just a place to study fashion, but a place to grow within its evolving global landscape.



KEY OUTCOMES

- **Editorial shootings**
Direction of 2 photoshoots and video content, coordinating with photographers, models, and production teams.
- **Research Method**
Development of analytical and creative skills through the exploration of visual references, imagery, and cultural symbols. Students learn to research, interpret, and translate visual materials into coherent concepts supporting styling, creative direction, and digital content projects.
- **Social Media**
Creation of cohesive and high-impact digital content tailored for platforms such as Instagram, TikTok, and emerging digital spaces.
- **Fashion Animation and Multimedia content**
Exploration of motion, sound, and digital experimentation in fashion communication. Students learn to combine animation, video, and interactive media to create dynamic visual narratives that enhance brand storytelling and extend fashion imagery into new digital dimensions. Students will produce 4 Fashion animations and multiple multimedia content.

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.

Some collaborations include:

SISSY VIAN HARPER BAAZAR CREATIVE FASHION DIRECTOR

DEVELOPMENT OF A STYLING PROJECT FOR A SHOOTING (EVALUATED BY SISSY VIAN IN PERSON), INTERPRETING A THEME.

GIORGIO ARMANI

REALISATION OF A SHORT EXPERIMENTAL FILM (LENGTH 40 SECONDS) THAT EVOKES THE AESTHETIC AND THE SENTIMENT OF THE BRAND TO BE COMMUNICATED THROUGH DIFFERENT CHANNELS.

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	ECTS
VISUAL RESEARCH	The subject deals with the knowledge, theories and methodologies of creative research, related to visual phenomena, and considers the general aspects of aesthetics through major cultural themes such as art, traditions, folk, music, new digital languages, fashion and design.	4
IMAGE DIGITAL PROCESSING	Introduction to digital image manipulation techniques, including editing, enhancement, and post-production processes using industry-standard software.	2
HISTORY OF VISUAL COMMUNICATION	Exploration of the evolution of visual languages and media, analyzing key movements, theories, and cultural contexts shaping contemporary communication.	6
DIGITAL PRODUCTION	The subject proposes the practical exploration of digital aesthetic contents proposed in the Contemporary Fashion Panorama; with a particular reference to new technologies and multimedia languages of New Media.	4
ART DIRECTION	This subject explores the intersection between fashion, cinema, and contemporary visual storytelling through the creation of experimental fashion films. Students learn how to conceptualize, script, and direct short fashion narratives that transcend conventional advertising formats, focusing on artistic expression and emotional impact.	6
MULTIMEDIA	The subject presents the student with a new aesthetic paradigm in the field of visual culture and its influence in the panorama of post-contemporary communication. The new hybrid language that transports fashion towards new post-pandemic horizons will be a reason for analysis and reflection through the key points of the course: digital scarcity, cyber contactless fashion, transhumanism and the approach of the new "VIP" aesthetic (video , installation and performance). The program highlights the ethics of a new digital image and the influence of this fast evolution in the art and fashion 4.0 panorama. Study and research will stimulate the student to perceive the changes of modernity through interactive lessons, external visits, where possible.	8
MULTIMEDIA DESIGN	Development of integrated visual projects across multiple platforms, combining graphics, video, and interactive content for effective storytelling.	4
IMAGE PHENOMENOLOGY	Study of the perception and interpretation of images, focusing on how meaning is constructed through visual experience and audience engagement.	3
METHODOLOGY	The subject is considered as an experience and technical study of the world of Styling and the creation of the Fashion Image. It is an opportunity for the student to focus on contemporary expressive methods, including alternative and experimental ones, used in fashion communication. It is a practical laboratory where organizational methodologies are tested for the production of a fashion shot with methods such as casting selection, organization of the call sheet, studio and lighting design.	3
IMAGE SEMIOTICS	Analysis of how meaning is created and communicated through images, exploring signs, symbols, and visual codes within cultural and social contexts.	4
INTERNSHIP	Internship.	10
DISSERTATION	Final written thesis.	6