Milano School

istitutomarangoni ⓜ
enhancing talent since 1935

Fashion Communication & Image

FASHION COMMUNICATION & IMAGE AREA

OVERVIEW

The course develops **creative**, **conceptual**, and **technical expertise** in the fields of fashion styling and creative direction. It focuses on the investigation of visual culture, identity, and contemporary aesthetics, training students to create powerful visual narratives across media and platforms. Through a combination of theory and practice, the programme explores fashion imagery as a form of cultural commentary, integrating **traditional styling methods** with **digital innovation** such as fashion film, AI, and immersive technologies. Students also study fashion theory, the history of photography and cinema, and fashion journalism, building a solid cultural foundation for their creative practice. Students learn to conceive, curate, and direct visual projects—from editorials and campaigns to fashion shows and new media content—within the framework of today's evolving fashion industry.

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

- ✓ FASHION STYLIST
- ✓ CREATIVE DIRECTOR
- ✓ ART DIRECTOR
- ✓ FASHION WRITER / JOURNALIST
- ✓ IMAGE CONSULTANT
- ✓ CONTENT CREATOR
- ✓ TREND FORECASTER
- ✓ VISUAL MERCHANDISER

COURSE TYPE

3 Years Course Bachelor's Degree

AFAM / 180 CFA equivalent to 180 ECTS credits

Recognized by the Italian Ministry of University and Research.

WHY MILAN?

Milan is the international Capital of fashion and accessories where key players in Fashion and Luxury converge. It is a trend-setting City, thanks also to the strong presence of buyers in the area.

Students can experience the creative process through Luxury Companies and Showrooms: therefore, Milan represents an **international centre of production and creativity** which is constantly evolving, and which makes real the idea of marketability season after season.

KEY OUTCOMES

— Fashion Shootings

Create an editorial visual body of work with an independent and self-directed approach. Students plan and execute fashion editorials, fashion films and campaign shooting, creating the concept, curating the execution and directing a professional team.

— Visual Research

Develops students' analytical and creative skills through the exploration of visual references, imagery, and cultural symbols. Students learn to research, interpret, and translate visual materials into cohesive concepts that inform styling, creative direction, and digital content projects.

— Printed Magazine

Develop a printed and bonded fashion magazine aligned with the publishing word panorama.

— Final Portfolio

Create a personal portfolio website in line with the industry standards.

All the project of the final year are collected in a personal portfolio website aligned with the fashion industry standard and connected with the main professional platforms (Linkedin, Behance, Instagram).

— Final Dissertation

Demonstrate the ability to integrate critical research with creative practice, developing a written dissertation implemented with original creative project.

Students articulate and present a coherent visual and theoretical narrative that reflects their personal vision and professional awareness.

INDUSTRY COLLABORATIONS

Istituto Marangoni strongly invests in industry collaborations, offering Undergraduate students the opportunity to work on high level projects that add significant value to their professional development.

Through partnerships with leading creatives and global fashion brands, students gain first hand experience in real industry dynamics.

Some high-value collaborations include:

MISSONI

COMMUNICATION CONCEPT PROPOSAL.

IM CONSCIOUS

"FASHION AS ACTIVISM" PROJECT.

IBRAHIM KAMARA

DEVELOPMENT OF AN EDITORIAL PROJECT BASED ON THE STUDENT IDENTITY.

ESSILOR LUXOTTICA

STREETSTYLE AND TREND RESEARCH PROJECT.

PLAN OF STUDY

SUBJECT	DESCRIPTION	ECTS
HISTORY OF APPLIED ARTS	A theoretical course exploring key moments in fashion history and their dialogue with art, design, and society. Students analyze the evolution of style and aesthetics from past to present, identifying artistic influences on contemporary fashion imagery.	**9**
ADVERTISING AND CONSUMING PSYCHOLOGY	The course develops research and analytical skills for interpreting fashion as a cultural and artistic phenomenon. It integrates theory, from semiotics to art philosophy, with practical insight into digital communication, social media, and contemporary fashion storytelling.	**12**
HISTORY OF VISUAL COMMUNICATION	It introduces creative research methods in visual communication. Students develop skills in image research, trend analysis, and styling projects, applying cultural and aesthetic knowledge to produce editorial and digital outcomes.	**8**
PHOTOGRAPHY	It introduces the fundamentals of photographic language, exploring composition, lighting, framing, and visual storytelling. Students learn to use photography as a tool for research and creative communication.	**4**
FOREIGN LANGUAGE	Study of a foreign language.	**4**
VISUAL RESEARCH	The course focuses on methods for collecting, analysing, and interpreting visual references. Students develop the ability to build coherent visual narratives and moodboards to support creative projects.	**4**
TECHNIQUES OF VISUAL COMMUNICATION	The course examines the principles of effective visual communication across media. The course covers layout, typography, imagery, and the transmission of messages through visual languages.	**4**
PRODUCTION PROCESSES	Overview of key production workflows, from concept to finished product. Students learn about planning, industrial processes, and the technical steps involved in visual and creative production.	**6**
MATERIALS SCIENCE AND TECHNOLOGY	Applications and technological evolution of materials used in creative and industrial fields, helping students make informed choices in design and production.	**4**
FREE STUDY ACTIVITIES	Independent study activities.	**5**

YEAR 01

SUBJECT	DESCRIPTION	ECTS
HISTORY AND CRITICISM OF CONTEMPORARY DESIGN	An in-depth exploration of fashion as a socio-cultural phenomenon, tracing its evolution since the Industrial Revolution and its intersections with art and culture. It provides the critical framework needed to understand fashion's cultural context, knowledge that directly informs creative styling and editorial projects.	**12**
ART DIRECTION	With the introduction 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.	**12**
VISUAL RESEARCH II	Students deepens understanding of the professional and creative processes in fashion styling through visual research and image analysis.	**4**
LAYOUT TECHNIQUES	A course focused on the principles and methods of page layout for print and digital media, exploring composition, grid systems, visual hierarchy, and the effective organisation of text and images.	**6**
HISTORY OF PHOTOGRAPHY AND PHOTOGRAPHIC TECHNIQUES	An introduction to the evolution of photography, analysing key historical moments, major authors, and the development of analogue and digital techniques that shaped the medium.	**6**
CORPORATE IDENTITY I	It provides an in-depth understanding of how to create and develop communication strategies and events for fashion brands. Students will explore storytelling, visual language, and brand identity to design original campaigns across contemporary media, while also gaining practical skills in fashion PR and press communication, including the writing of professional press releases.	**6**
COMMUNICATION STRATEGIES	Tools and methodologies to develop effective communication plans, focusing on audience analysis, message structure, media channels, and the strategic role of communication within brand positioning.	**10**
FREE STUDY ACTIVITIES	Independent study activities.	**5**

YEAR 02

PLAN OF STUDY

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	SUBJECT	DESCRIPTION	ECTS
YEAR 03	**SOCIOLOGY OF COMMUNICATION**	In this course, students will learn to analyze and translate a fashion brand's visual identity into innovative presentation formats, ranging from runway shows to performances or digital experiences. Through a creative direction project, they will research, develop, and propose a concept that reflects the brand's aesthetic DNA and cultural context, using imagery, keywords, and contemporary communication technologies to bring their vision to life.	4
	MULTIMEDIA DESIGN	Explores a multimedia approach to styling, bridging photography, fashion film, digital design, and emerging technologies such as AI and VR. Combining theory and practice, it refines visual communication and post-production skills, define creative and professional identity, and develop a portfolio aligned with industry standards across platforms like Behance, LinkedIn, and Instagram. The course also includes a cultural study of cinematic language, from classic masterpieces to contemporary visuals.	12
	COMMUNICATION DESIGN	Principles and methods of visual communication, combining creativity and strategy to design effective messages across print, digital, and multimedia platforms.	8
	CORPORATE IDENTITY II	It provides an in-depth understanding of how to create and develop communication strategies and events for fashion brands. Students will explore storytelling, visual language, and brand identity to design original campaigns across contemporary media, while also gaining practical skills in fashion PR and press communication, including the writing of professional press releases.	5
	ORGANIZATION SKILLS AND ENTERPRISE PERFORMANCE MANAGEMENT	The course examines organisational methods and management tools that support efficient project planning, resource coordination, and performance monitoring within creative and business environments.	6
	BRAND COMMUNICATION	Principles and tools of brand communication, focusing on how messages, values, and visual identity are strategically conveyed across different media to build and strengthen brand positioning.	8
	INTERNSHIP	Internship.	9
	DISSERTATION	Students articulate and present a coherent visual and theoretical narrative that reflects their personal vision and professional awareness.	8

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.

Michela Guasco

Programme Leader

Michela Guasco is an accomplished fashion editor, creative consultant, and academic leader with a career that seamlessly blends media, styling, and education. A pioneer in merging fashion with media, she co-created the MTV show *Zipper* in 1998 before moving to *Grazia Italia* in 2001. As **Senior Fashion Editor** and later **Fashion Director**, she played a key role in shaping the magazine's fashion identity and expanding the *Grazia International Network*. Alongside her editorial work, she consulted for luxury brands including **La Perla**, **Simonetta Ravizza**, **Pal Zileri**, **Armani Beauty**, and **Fay**.

Michela's passion for education led her to *Istituto Marangoni*, where she began teaching in 2016. By 2018, she became **Programme Leader for Fashion Styling & Creative Direction**, a position she continues to hold, mentoring the next generation of industry creatives.

Most recently, in 2023, she contributed to the *Andy Warhol: Serial Identity* exhibition at **Museo Maga**, Gallarate, serving on the scientific committee and curating the section dedicated to *Interview Magazine*.