



BA FASHION STYLING & CREATIVE DIRECTION

PARIS

01 de outubro de 2024

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inglês

FASHION STYLING & CREATIVE DIRECTION

A força motriz por trás da comunicação visual. Com **paixão por estilo e com uma mente criativa repleta de ideias visuais**, os participantes aprendem a comunicar a moda por meio de todos os canais digitais e físicos atualmente utilizados pela indústria. Eles aprendem a **reconhecer, reinventar e definir** o estilo de uma peça de **roupa**, um **produto** ou uma **marca** através de imagens influentes. Com uma educação de nível superior reconhecida, estão prontos para iniciar sua carreira como estilistas inspiradores, aplicando seus talentos em diversas áreas das indústrias da moda e criativa, incluindo **editoriais**, campanhas publicitárias, imagem de marca, **fashion films** e propostas de restyling, em revistas impressas e online, redes sociais, assim como em **videoclipes, TV e cinema**. O curso, de **três anos e em período integral**, tem como objetivo formar estilistas altamente qualificados com a capacidade de criar novas narrativas, abrangendo tanto estratégias criativas quanto operacionais nos negócios de moda e luxo. Eles aprenderão como usar a mídia para criar seguidores e destacar a identidade da marca, bem como a relação entre as áreas criativas e organizacionais de uma marca ou briefing de empresa. Eles também aprenderão a comunicar tendências e produtos de moda usando publicações impressas ou digitais. Ao entender o papel e as responsabilidades do estilista profissional, os participantes aprenderão a reunir, organizar e liderar uma equipe de especialistas para garantir que a direção do que vai nas revistas de moda, aparece on-line ou na no momento certo, e para o público-alvo certo. A partir de uma base sólida em styling, o curso explora diversas áreas da indústria da moda, onde a gestão do processo criativo é uma prática central. Os participantes são incentivados a desenvolver suas próprias ideias e experimentar na produção de diferentes resultados visuais, como editoriais de moda, filmes de moda, imagem de marca e propostas de restyling, campanhas publicitárias interativas e impressas, e conteúdos visuais para redes sociais. O curso aborda habilidades essenciais em copywriting de moda, Relações Públicas e planejamento de mídia, gestão de produção de moda, planejamento de negócios, gestão do tempo, prazos e orçamentos de publicidade. Estudos culturais na história da arte, design, vestuário e cultura da moda proporcionam as habilidades necessárias para fazer uma avaliação crítica. A análise de estilo traz forma,

realidade e energia ao espaço visual - a "realidade" material da criação de imagens. Os participantes também aprenderão a criar um estilo imediatamente identificável e reconhecível, a fim de produzir e desenvolver ensaios fotográficos ao vivo, gerenciando a equipe envolvida no processo de fotografia, edição de imagens, construção de cenários, still life e imagem em movimento, iluminação, direção e escolhas de maquiagem, cabelo e acessórios. Eles são incentivados a decodificar estereótipos e a pensar sobre o posicionamento de imagens de uma perspectiva diferente, a fim de descobrir seu próprio estilo pessoal único.

POSSÍVEIS CARREIRAS

- Estilista de Moda
- Diretor Criativo
- Diretor de Arte
- Consultor de Imagem
- Personal Stylist
- Pesquisador de Tendências
- Visual Merchandiser
- Consultor Criativo
- Criador de Conteúdo

FOCO DE APRENDIZAGEM

- Estilo de Moda e Direção Criativa
- Styling Digital para Editorial e Publieditorial
- Composição Fotográfica
- Imagem em Movimento
- Desenvolvimento de Imagem
- Redação, Relações Públicas e Planejamento de Mídia
- Gestão de Produção de Moda
- Presença em Mídias Sociais, Blogging e Mídia Comercial
- Patrimônio de Vestuário e Acessórios
- Portfólio de Design Profissional
- Metodologia de Pesquisa

PROGRAMME INFORMATION

This is a guide to the overall structure of your course, mandatory elements, units and periods of assessment.

STUDY PLAN

Level 4 - October Intake

Term One (Oct-Dec)	Term Two (Jan- Mar)	Term Three (Apr- Jun)
Fashion Image (30 credits)	New Media Environment (30 credits)	Professional Fashion Panorama (30 credits)
History of Art and Fashion (30 credits) (Oct – Jun)		

Level 4 - February Intake

Term One (Feb-Mar)	Term Two (Apr-Jun)	Term Three (Jul- Aug)
Fashion Image (30 credits)	New Media Environment (30 credits)	Professional Fashion Panorama (30 credits)
History of Art and Fashion (30 credits) (Feb-Aug)		

NB: Students enrolling on the February intake of undergraduate degrees complete their first year in a shortened period (Three 8-week terms with reduced breaks between them) in order to enrol on Level 5 in October of the same year, joining the October intake cohort.

Level 5

Term One (Oct-Dec)	Term Two (Jan- Mar)	Term Three (Apr- Jun)
Fashion Branding (30 credits)	Fashion Magazine (30 credits)	Fashion Editorial (30 credits)
Fashion, Art and Cultural Context (30 credits) (Oct – Jun)		

Sandwich Year (optional)

Term One (Oct-Dec)	Term Two (Jan- Mar)	Term Three (Apr- Jun)
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Placement (120 credits) (Oct – Jun)

Level 6

Term One (Oct-Dec)	Term Two (Jan- Mar)	Term Three (Apr- Jun)
Fashion Campaign (30 credits)	Final Major Project Fashion Styling and Creative Direction (60 credits)	
Final Dissertation (30 credits) (Oct – Jun)		

Class times: Monday – Friday. 08.30-20.00

Lesson duration: 2.5 hours

Assessment periods:

October intake

February intake:

Term 1: December

Term 1: April

Term 2: April

Term 2: June

Term 3: June

Term 3: August

Sandwich year (optional)

The Sandwich Year is a period of work placement experience in the fashion industry that students will undertake during the third year of their studies. A work placement constitutes an invaluable opportunity to learn and gain insights into how the industry is structured and how it operates, to put into practice the theories and knowledge acquired during your studies and to further enhance the practical skills learned during the first two years at Istituto Marangoni Paris.

The Sandwich year will be graded as a Pass/Fail and students who complete the 120 credits for the Sandwich year will receive a Certificate of Completion for the Placement, which is credit bearing, upon completion of their degree or when leaving with an exit award.

Units

The course is composed of a number of units that each have a credit value. On successfully passing each of these units, you will gain credits that count towards the total needed for your degree. One credit equates to 10 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So, if a unit is worth 10 credits, then students would expect to spend 100 hours studying. These will not all be 'taught' hours. You will receive guidance and instruction through lectures, seminars, etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this course is indicated in Section 6.

On an undergraduate degree course provided by Istituto Marangoni Paris, students are expected to study 120 credits per level (or year), with no more than 60 credits per term.

CONTENTS' OVERVIEW

Curriculum

The Fashion Styling and Creative Direction programme encompasses the inspirational, and experimental elements of the fashion creative industries and beyond. With a focus on enhancing and curating individual styles, and polished yet contemporary creative outcomes via multiple media. We focus on challenging the intersection between fashion, communication, and innovation. With your projects seeking to drive meaningful change in the discipline through informed, researched, and detailed proposals combined with an intuitive vision, and solid communication and design skills embedded in a creative strategy. Through an in-depth immersion into industry practice, both in terms of simulated scenarios and real projects, you can expect to gain practical skills in an environment where you will have the opportunity to plan and organise fashion-based content, as well as explore the fashion network on a global scale. When considering the industry today, practical skills, and the links to elements such as sustainability are reflected upon heavily. We introduce you to the journey of an informed circular economy, and ethical practices with regards to production, set management, printing and more.

Fashion Creatives are also often immersed in the environment as freelance entrepreneurs, and we heavily enforce and inform best practices on being a part of the vibrant creative industry and its realm. The creative outputs gained from this course, will be generated using both analogue and digital formats. An extensive research methodology for each output will also be supported by rationale. The importance of storytelling in fashion is further established through a variety of formats from still to moving image, including the execution and direction of sets and propped environments and aimed to create well established narratives. The form of editorial content and styling is also enforced to a professional standard. Not only does this course look at editorial styling, and imaging, it enhances the overall creative journey and investigation of trends, using makeup, hair, beauty and beyond to inform decisions and outcomes. You will progress by undertaking a series of creative and commercial projects, which will contribute to the execution of a professional portfolio and production of a website, which represents your individual creative style. Graphic skills and visual and oral presentation will highlight your communication from a visual lens. The development of the course leads you to learning how to manage self-initiated creative briefs, delivered and pursued from both a practical and academic discipline. The course allows for an opportunity for you to look into the future of the fashion industry, both online and offline, interrogating and challenging the status quo.

Giving you the unique opportunity to navigate, and experiment with emerging digital media and technologies, using a variety of platforms, and considering mixed reality elements.

The course will provide you with an insight into the nature of entrepreneurship and innovation in both theory and practice, with specific attention to contemporary and upcoming digital outcomes and markets. You will also be significantly engaged with experienced professionals and practitioners through industry projects. The course encourages you to examine the past and challenge the present, to have inventive, assertive ideas that question contemporary agendas. Giving you the skills, opportunities – and above all, the freedom – to put those ideas into practice. As part of this course, you will explore diversity, social responsibility, and sustainability. An emphasis on how you may apply this critical thinking across these important themes to your practice is crucial. Through teaching, specialist research, and collaborative work, we encourage thinking differently. By using the fashion industry as a lens to examine the history and work towards building a more sustainable and ethical environment in the future.

This course is part of the Fashion Styling study pathways.

With fashion styling as the core subject, participants specialise in the chosen area of interest (Creative Direction), completing the course with a distinct professional profile. This course is also available as a BA (Hons) four-year course (including Sandwich Year placement). The course is suitable for creative and practical students with entrepreneurial acumen. You must have an interest in Fashion Styling, Creative and Art Direction.

Employment opportunities

The aim of the undergraduate course is to enable you to gain employability, professional and skills enhancement, as well as offering you opportunities for progression onto postgraduate degrees. In response to the constantly evolving and expanding fashion industry, market research has shown that industry requires professionals who are ready to meet their demands. The uptake of careers post-qualification is on a global scale, adding to the already international network of alumni. Istituto Marangoni works closely with employers and academic staff to promote and support work placement opportunities and communicate job vacancies for Istituto Marangoni students through recruitment days organised at the school.

TEACHING AND LEARNING METHODS

The emphasis is placed on achieving an appropriate balance between deepening your academic knowledge and business acumen and building creative, practical, and transferable skills. This Strategy places the “you” at the centre of the teaching and learning environment. Through interactive, experiential teaching and learning activities, we aim to support you to develop into a self-directed, autonomous learner who has responsibility for your own learning process. Istituto Marangoni Paris Teaching and Learning Strategy is designed to reflect the changing skills required within the fashion industry with a philosophy of being interdisciplinary. The aim is to provide you with a broad range of practical and theoretical knowledge and skills specific to Fashion Styling and Creative Direction studies and their areas of specialisation, which are also applicable to the wider skills required in the workplace.

At Istituto Marangoni we aim to deliver a personalised student experience. With over 100 nationalities within the classroom, our classes have a cultural edge which offers a global perspective within every session. The programmes are predominantly created with an industrial spin, simulating a real-life experience curated by our team, which includes top of the line industry professionals. Our classes are delivered across 2.5-hour sessions consisting of a diversity of lectures, seminars, labs and tutorials; which are tailor made by our tutors in order to integrate both theoretical and practical deliverables. Each student has 15 hours of delivered sessions per week. At the halfway mark of each term, we provide formative feedback to every student giving them personalised suggestions, and critical support in order to develop their work further.

- Lectures are used to communicate key theories and practices of the subject
- Labs are used for core development of physical and digital work wherein you will be either engaged in practical activities or using digital software.

At Marangoni we pride ourselves on inclusive and interactive teaching. All classrooms hold no more than 25 students, in order to offer more one-to-one contact time between you and your tutors. This allows for us to cater to SEN students, and each class's unique needs. It also allows for an interactive classroom, encouraging you to share your opinions, and develop peer to peer learning skills.

The course is designed so that you will study under direction of your lecturers at the beginning of your degree and gradually move towards greater independence as you progress through the terms towards your final projects. Fashion has traditionally been taught in studio environments, while theory-based degrees have been taught through formal lectures. Your programme combines the best of both traditions, giving you a good combination of lecture-based teaching with tutorial support, and studio-based teaching with individual and group critiques and activities. It also combines the best in terms of the forms that your work will take, spanning projectbased learning, essays, fashion journalism articles, presentations and hands-on experiential learning such as physical (shoots) and digital (XR, CGI,..) still/moving image productions. When considering the digital learning environment, you not only have access to cutting edge resources such as XR and CAD software but a versatile library of equipment. All teaching resources and materials are available for use via the virtual learning environment. Live projects, work experience, tutors who are practising professionals and guest lecturers give you valuable links with industry and ensure that your learning is very up to date with regard to industry knowledge.

At the beginning of each Unit you will be given a Unit Handbook and other materials (such as Assessment/project Briefs) by your lecturer(s). These set out everything you need to know about your learning on that unit, for example: what form learning and teaching will take, the unit content, the aims and learning outcomes for the unit, and the ways in which you will be assessed, deadlines for submission of work and how the unit will be scheduled in terms of how much time you will spend in different kinds of activities each week (for example: studio-based work, lectures, digital workshops, shoots, visits). It will also contain information about what kind of work you are asked to submit for assessment (for instance projects, essays, presentations, reflective self-evaluations, research journals, trend research and shoots) and it will tell you the weightings of those assessments (for instance: 70% for a Research Journal and, 30% for an Oral Presentation). We highly recommend that you complete internships/work placements in the industry in addition to your studies. Work placements enable you to enrich your understanding of the industry, consolidate what you have learned and make valuable contacts in the industry. Some students are offered jobs once they graduate with the companies that they have worked with on work placements. Work placements may be as short as a few hours and as long as several months during the summer break. Industry Work Placement (Sandwich Year) – gives you the opportunity to develop the appropriate skill sets for the workplace relevant to your course and to enhance your prospects of future employment in the sector.

You are supported by the Career Services Manager and an allocated Academic tutor during this period. You are required to keep a reflective journal, which forms part of the assessment, once on placement. The practical skills you gain across the course is a key focus point. We aim to have you develop a great cultural awareness, and skills and attributes which make you a great contender in the global labour market.

Further to this, our school being in the heart of central Paris, a true fashion capital, offers a plethora of field visits and trips that are offered to our classes.

CAREER SERVICE

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work.

Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

COURSE SPECIFIC ADMISSION REQUIREMENTS

- Copy of a high-school diploma or school certificates
- Completion of an entry test
- Non-native English speakers are required to provide an acceptable proof of their English Language ability. The English Language test score should be at least B2 on the CEFR level (e.g., IELTS Academic with 6.0 overall, no less than 5.5 for each element)
- Students who complete the Certificate of Achievement: Foundation in Fashion at Istituto Marangoni London will have guaranteed progression to BA (Hons) Fashion Design, provided they have the required L4 English entry requirement.

STUDENT SUPPORT STRATEGY

The academic staff is being supported by receiving offers to further develop their skills and acquire academic qualifications as:

- LTA, Learning Teaching Assessment
- PgCert

Istituto Marangoni Paris also financially supports, partly or fully, academic costs to attend conferences and training that can benefit both the staff and the institution. The Director of Education, with the support of the QA and HR teams, selects on a yearly basis the academic staff to whom professional development will be offered. This selection is being made based on available budget and development needs in order to progress staff and be able to deliver teaching quality. The academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons such as quality improvement, in response to feedback from students, academic faculty or subject External Examiners, to ensure currency of programmes, annual monitoring and data outcomes and/or alignment with any regulatory body requirements or changes. Below are examples of continuous programme management and quality arrangements:

- Course validation or revalidation: the programme approval is based on a process of internal and external peer review and ensures alignment against all relevant UK external reference points as well as internal and external policies and procedures.
- Annual programme / unit modifications: the academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons such as quality improvement in response to feedback from students, tutors or subject External Examiners to ensure currency of programmes, annual monitoring and data outcomes and/or alignment with any regulatory body requirements or changes.
- Programme Continuous Improvement Plans: the process provides an important source of information for programme teams on the operation of the programmes as these documents provide a complete record of enrolment and Assessment Board related information, progress of actions, good practice identified, student and External Examiner feedback, complaints overview etc.
- Unit performance reports: the purpose of those reports is to continue and enhance the quality of units and act upon any concerns in a timely manner.
- Student engagement and feedback: student participation in quality assurance and enhancement processes helps to improve the educational experience of students, benefiting the wider student body, the Higher Education sector as well as engagement with collaborative partners within industry.