

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SUMMMER COURSES

A.Y. 2025-26
SYLLABUS

Fashion image and
styling 1

1st session: June 30th – July 10th 2026

3rd session: July 28th – August 7th 2026

www.naba.it



Fashion image and styling 1

School: Nuova Accademia di Belle Arti Milano (NABA)

Address: Via Darwin 20, 20143 Milan, Italy

Phone: + 39.02.973.192 *E-mail:* summer@naba.it

Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

Introductory level

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

COURSE DESCRIPTION

Participants will develop an understanding of and gain experience in style research and image styling as the foundations of fashion and project-development approaches.

They will receive an overview of the Italian fashion system and exploring its key characteristics and influential role in global fashion culture.

Participants will learn how to innovatively apply trend analysis skills to interpret the personality, lifestyle, and needs of diverse audiences, creating looks for fashion editorial content and proposing new fashion images through strategic combinations of clothing, accessories, photography, and locations.

COURSE OBJECTIVES

The objective of the course is to train participants for roles in the fashion industry where they can actively contribute to the creative process, value proposition, and promotion of a brand or fashion product, defining its style and aesthetic identity. The course aims to develop the professional skills of the stylist, who creates fashion editorial content and supports brands in all aspects related to their visual identity and communication.

ADMISSION REQUIREMENTS

This course is intended for students who have no background in fashion and for students who are attending or will attend their first year of university studies in art and design.

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OUTPUT

At the end of the course students will have learnt to create a concept look for an editorial fashion shooting combining clothing, accessories, make-up, props, and location.

Presentation of a photographic fashion magazine shooting or photographic fashion shooting for a fashion blog.

LIST OF MATERIALS AND TOOLS

- Laptop (if possible with Photoshop installed).
- Smartphones.

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a Certificate of successful attendance only to all students who completed at least 80% of the course.

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated. Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

Learning by doing: a mix of theoretical lessons, field trips and practical workshops. Some of the classes will be held at Academy's photo studio.

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Grading

Total number of ECTS assigned for the successful completion of the course: 3 ECTS

GRADING SYSTEM

GRADING WEIGHTS	GRADING SCALE				
1. Attendance 30%	Excellent = 90-100				
2. Participation and creative process 40%	Good = 80-89				
3. Final work / final presentation 30%	Average = 70-79				
TOTAL 100%	Below Average = 60-69				
	Poor = 59 or below				
	EXCELLENT 90 -100%	GOOD 80 – 89%	AVERAGE 70 – 79%	BELOW AVERAGE 60 – 69%	POOR BELOW 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

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1st week

COURSE SCHEDULE*

DAY		LESSON-SUBJECT
Day 1 - Tuesday	NABA Staff	Welcome and Registration <ul style="list-style-type: none"> • Course Kick-off. • Introduction to Italian fashion system: roles and terms. • Description of the main project concept.
Day 2 - Wednesday		<ul style="list-style-type: none"> • What's about the role of a stylist? • Details of the project. • Work in progress in class. • <i>Field trip*</i>
Day 3 - Thursday		<ul style="list-style-type: none"> • Image reading practice: developing a professional fashion. • Project work in progress.
Day 4 - Friday		<ul style="list-style-type: none"> • The importance of the street style trends. • Street style and trends: practice. • Shooting suggestions.

*The Academy reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location;
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.

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2st week

COURSE SCHEDULE*

DAY	LESSON-SUBJECT
Day 5 - Monday	<ul style="list-style-type: none">• Project review. Concept presentation and Styling choices selection.• Project Review. Concept Presentation.• Shooting days schedule.
Day 6 - Tuesday	<ul style="list-style-type: none">• Fashion Shooting in Studio or outside locations, with photographer, make-up artist and models.
Day 7 - Wednesday	<ul style="list-style-type: none">• Fashion Shooting in Studio or outside locations, with photographer, make-up artist and models.
Day 8 - Thursday	<ul style="list-style-type: none">• Editing of the photo-shooting with a Post production expert.
Day 9 - Friday	<ul style="list-style-type: none">• Last coordination for the presentation.• Final Presentation.

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