



STUDY ABROAD - FASHION STYLING & CREATIVE DIRECTION

LONDRES

13 de janeiro de 2025
29 de setembro de 2025
inglês



FASHION STYLING & CREATIVE DIRECTION

Reconheça, reinvente e defina o estilo e a imagem para uma peça de vestuário, um produto ou uma marca. Este curso semestral desenvolve ainda mais habilidades em estilização e direção, incluindo design gráfico, fotografia, produção e design de cenários, além de ampliar horizontes para crescimento pessoal e desenvolvimento futuro na carreira. Voltado para estudantes com pelo menos um ano de estudos anteriores em estilização de moda, comunicação ou áreas semelhantes, este curso inspirador incentiva os participantes a desenvolver novas narrativas para garantir que o que aparece nas revistas de moda, online ou nas passarelas, comunique as mensagens certas, no momento certo e para o público-alvo certo.

FOCO DE APRENDIZAGEM

SEMESTRE 1

- Insight de Mercado
- Identidade da Marca
- Marketing Digital
- Empreendedorismo
- Moda, Arte e Contexto Cultural

SEMESTRE 2

- Estilo em Editorial
- Design Gráfico
- Produção e Design de Set
- Fotografia
- Moda, Arte e Contexto Cultural

ABOUT MARANGONI

Over the past years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni undergraduate programmes prepare students with the necessary knowledge and know-how approach in order to enter a professional career in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Multimedia Arts, Interior Design, Product Design, Art History and Culture.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate and Transcript*

*The recognition of credits obtained within their Semester experience will be evaluated and then confirmed by their own University.

EDUCATIONAL APPROACH

- to develop flexible approaches to programme delivery and student support which reflect the needs and expectations of our students;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to develop the students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

CONTENTS' OVERVIEW

Programme Aims:

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

Programme Learning Outcomes

Students successfully completing the Semester Abroad programme in Fashion Styling and Creative Direction will have developed:

- Independently source, navigate, analyse, communicate, and apply extensive research material from a variety of sources to the development of responses to written and creative briefs.
- Independently analyse, reflect, and evaluate critically, across different contexts and environments within Fashion Styling and Creative Direction industries; involving the different methods and principles employed within professional practice.
- Autonomously engage creatively in the generation, and realisation of concepts and solutions to Fashion Styling and Creative Direction briefs, relevant to context and audience; utilising innovation and informing professional outcomes.
- Demonstrate advanced application of current and emerging processes, tools, materials, digital mediums, and technologies employed within Fashion Styling and Creative Direction Industries; enabling Independent selection and use of appropriate tools, to create professional standard outcomes and solutions.
- Communicate professionally in presenting research, ideas, reasoned arguments, and design work in a range of situations, in visual, oral, and written forms, employing relevant IT skills where appropriate.
- Apply entrepreneurial skill, innovation, and enterprise to positioning your own work and operating effectively within the context of the professional practice and environment of Fashion Styling, Creative Direction and related Fashion Industries
- Independently manage yourself constructively, efficiently, and ethically addressing sustainability, in order to produce coherent, relevant, and critical visual and written work, which conforms to specific conventions of referencing.
- Work effectively with others, through collaboration, collective endeavour, and negotiation to achieve the shared objectives.
- Employ complex knowledge and critical understanding of global, economic, historical, theoretical, ethical, social, cultural, political, and environmental contexts and frameworks, pertaining to current and emerging Fashion styling, Creative Direction and wider Fashion industries and markets.

STUDY PLAN

Level 4- October Intake

Term One	Term Two	Term Three
Fashion Image (30 credits)	New Media Environment (30 credits)	Professional Fashion Panorama (30 credits)
History of Art and Fashion (30 credits)		

Level 4- February Intake

Term One	Term Two	Term Three
Fashion Image (30 credits)	New Media Environment (30 credits)	Professional Fashion Panorama (30 credits)
History of Art and Fashion (30 credits)		

Level 5

Term One	Term Two	Term Three
Fashion Branding (30 credits)	Fashion Magazine (30 credits)	Fashion Editorial (30 credits)

Fashion, Art, and Cultural Context
(30 credits)

Placement Year (Sandwich only; optional)

Term One	Term Two	Term Three
Placement (120 credits)		

Level 6

Term One	Term Two	Term Three
Fashion Campaign (30 credits)	Final Major Project Fashion Styling and Creative Direction (60 credits)	
Final Dissertation (30 credits)		

The Fashion Branding unit will provide students with an introduction to marketing, digital marketing, and entrepreneurship. Students will produce extensive research aimed at developing their creative skills and to support their future units. Theoretical studies of marketing and branding will create an awareness of the meaning of identity for contemporary fashion markets and contextualise how brands operate and respond to innovation, sustainability and demands and changes within these markets. Cross disciplinary learning and collaboration will be introduced within the Interdisciplinary Project. At the end of this unit, students will research and propose a new fashion visual brand book, focusing on a communication strategy for a clearly identified market segment. The application of taught theory, documented in a written format will underpin the brand book. The submission document will foster viable ideas and trigger innovation. Students will develop their knowledge in styling and image, as well as retail and VM. Students will extend personal identity into a brand identity, underpinning the outcome based on the chosen pathway.

Fashion Magazine unit

In the Fashion Magazine unit students will plan, organise and develop a fashion magazine proposal, from concept ideation to digital editing. Students will be involved in the concept development and production stages. Students will style fashion images and concept, considering ethical issues and integrating a sustainable and inclusive approach to their practice. This process encourages the application of communication strategies, based on industry real life simulation scenarios and driven by innovation. Students will be required to build a research book which will support the final proposal and will help students to communicate their ideas and concepts. Areas of research will be cross disciplinary and based on contemporary issues. They could include fashion, art, advertising, new media, still and moving image, architecture, design, music, advertising, theatre, social and cultural events, news.

Fashion, Art and Cultural Context unit

The unit Fashion, Art and Cultural Context will introduce students to a comprehensive critical analysis and evaluation of fashion intended as a socio-cultural global phenomenon and provide students with the theoretical knowledge necessary to interpret fashion practices in relation to art movements and other cultural manifestations. The unit will adopt a diachronic approach to the study and evolution of fashion practices since the Industrial Revolution; nonetheless, whenever appropriate it will also adopt a thematic approach aiming at exploring the relationship established between fashion, art, and the cultural framework within which these operate.

On completion of the unit, students will have attained a sense of the cultural and global dimension of the fashion industry, together with the challenging yet close relation it has established with art and have developed an informed sensibility with regards to all the above.

Fashion Styling and Creative Direction • January start

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Fashion Editorial unit

In the Fashion Editorial unit, students will finalise the magazine drafted in the previous units. Students will be required to support their outcomes through extensive research which will aid students in communicating their ideas and concepts. Students will also discover beauty, hair, and makeup through the ages, considering historical perspectives, contemporary practice and forecasted trends. Students will acquire the knowledge to cohesively develop and execute the production process evolving into a fashion still or moving image outcome. When conceptualising their fashion magazine, students will acquire knowledge related to the printing industry, with specific focus on sustainability. In addition, an ethical focus in fashion will be explored within the unit and the realisation of a pivot within the fashion industry.

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TEACHING AND LEARNING METHODS

Programme teaching methods

The programme is designed to facilitate the development of a student who will be highly employable and will allow them to investigate and develop their strengths. The programme will present students with a variety of approaches to learning and assessment strategies that will promote intellectual, imaginative, analytical and critical judgement.

It will allow students to develop understanding as well as their presentation and communication skills, which they will be able to demonstrate in a variety of forms. A combination of different learning and teaching methodologies are employed in order to promote reflective learning and develop generic transferable skills.

Methods include:

- projects to encourage independent learning through investigation, enquiry and problem solving
- group project to enhance interpersonal and collaborative skills;
- tutorials and group tutorials to facilitate shared experiences and best practice;
- seminars, formal lectures and workshops;
- study, trips, external projects and competitions present the students with another dimension to their learning experience;
- guest speakers provide the students with a full, broader and real prospective to their specialist field of study.

Students will have the opportunity to demonstrate their achievement of the intended learning outcomes through a variety of tests appropriate to their field of study.

Programme Specific Assessment Criteria: The methods of assessment used give breadth and depth, which allow for both the formative and summative assessment of every student at each stage of the programme.

The programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Different forms of assessment can, and where appropriate should, be used to test different types of skills and learning.

Formative Assessment:

Formative Assessment informs both teachers and students about student understanding at a point when timely adjustments can be made. In formative assessment students could be involved in the assessment process.

These formative assessment situations will also give students an opportunity to learn to critique the work of others. Some of the instructional strategies that will be used formatively include the following:

- criteria and goal setting: asking students to participate in establishing what should be included in criteria for success;
- self and peer assessment: with peer evaluation, students see each other as resources for understanding and checking for quality work against previously established criteria;
- student record keeping: helps students better understand their own learning as evidenced by their classroom work. This process of students keeping ongoing records of their work not only engages students, it also helps them, beyond a “grade,” to see where they started and the progress they are making toward the learning goal.

Summative Assessments: These assessments are a means of gauging student learning, at a particular point in time, relative to established marking criteria.

Summative assessments can occur during as well as at the end of each subject and concentrate on specific evidence of student work, examples as follows:

Portfolio Assessment > is used to assess a variety of projects that have been developed throughout the course.

Practical Coursework > allows the students to demonstrate their understanding and application of practical areas of study.

Written Reports > are required in some study areas, where a clear and structured brief is provided and the students are asked to submit work to be marked independently and anonymously by staff. Formal Examinations > are required in some study areas.

Presentations > are used in some subjects to allow the student to develop their professional communication and presentation skills.

Student Projects > are used when the student is required to submit work to be marked independently and anonymously.

COURSE SPECIFIC ADMISSION REQUIREMENTS

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award. Admission requirements are listed below:

- Copy of a high-school diploma or school certificates • UCAS points equal to 80 tariff points
- 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 Styling and Creative Direction, provided they have the required L4 English entry requirement..

STUDENT SUPPORT STRATEGY

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:

- Programme Leaders: the first point of call to acquaint students with regulations and issues arising on the programme;
- Student Support Officers for student referral where appropriate; programme and student handbooks;
- induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;
- student group representatives (student voice).

Student Support Officers

A dedicated Student Support Officer is available for all students on the programme. For matters of pastoral care the Student Support Officers will help in:

- finding their way around;
- time management;
- dealing with stress, or absences;
- getting the best from the course;
- understanding and applying school rules;
- future study options or other issues.

One-to-one appointments may be made by phone, through the school receptionists, or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.