

PARIS | LONDRES | MILÃO | FLORENÇA

# BA FASHION COMMUNICATION & IMAGE

O curso de **três anos** em Fashion Communication & Image foca na **compreensão e criação da imagem**, seja como **comunicação visual** de uma **marca de moda**, seja como **expressão artística individual do estudante**.

Ele atua na interseção entre **moda, comunicação e inovação**, combinadas com visão intuitiva, habilidades sólidas de **comunicação e design** integradas em uma **estratégia criativa**. O principal objetivo do curso é formar **perfis criativos** capazes de lidar com a **cultura contemporânea** e preparados para atuar como profissionais na indústria da moda.

Este curso faz parte do caminho de estudo em Fashion Styling, tendo o **styling de moda** como disciplina central. Os participantes se especializam na área de interesse escolhida (**Creative Direction**), concluindo o curso com um perfil profissional diferenciado.

O curso é indicado para estudantes **criativos e práticos**. É necessário ter interesse em comunicação de moda, desenvolvimento de imagem e direção de arte, assim como em **redação e jornalismo de moda**.

## POSSÍVEIS CARREIRAS

- Fashion Stylist (editorial, publicidade, pessoal)
- Diretor Criativo & Diretor de Arte
- Desenvolvedor de Imagem de Marca
- Publicitário
- Curador de Arte

- Produtor
- Editor
- Assessor de Imprensa
- Gestor de Casting e Modelos
- Planejador de PR & Mídia
- Fotógrafo e Videomaker
- Previsor de Tendências (Trend Forecaster)
- Visual Merchandiser
- Criador de Conteúdo

## FOCO DE APRENDIZAGEM

- Pesquisa & aplicação
- Análise crítica
- Inovação criativa
- Ferramentas & tecnologias digitais
- Comunicação visual, oral & escrita
- Criatividade & empreendedorismo
- Contextos globais, sociais & ambientais

## CURRÍCULO

O curso vai além do desenvolvimento de imagens editoriais, aprimorando a jornada criativa por meio da investigação de tendências e da utilização de maquiagem, cabelo, beleza e outros elementos que influenciam decisões e resultados. Você avançará realizando uma série de projetos criativos e comerciais, que contribuirão para a execução de um portfólio profissional e para a produção de um website que represente seu estilo criativo individual.

Durante esse processo, também serão desenvolvidas habilidades gráficas, de apresentação visual e oral, fundamentais para destacar sua comunicação sob diferentes perspectivas. O desenvolvimento do curso permite aprender a gerenciar briefings criativos auto-iniciados, conduzidos tanto a partir da prática quanto da teoria acadêmica. Além disso, o programa oferece a oportunidade de explorar o futuro da indústria da moda, tanto online quanto offline, questionando o status quo e

experimentando mídias e tecnologias digitais emergentes, como realidade mista, 3D e inteligência artificial. O curso também proporciona uma visão aprofundada sobre empreendedorismo e inovação, abordando teoria e prática com atenção especial a resultados e mercados digitais contemporâneos e emergentes. O contato com profissionais experientes, por meio de projetos da indústria, fortalece essa perspectiva aplicada. Outro ponto central é o incentivo a examinar o passado e questionar o presente, desenvolvendo ideias inventivas e assertivas que desafiam agendas contemporâneas. O curso oferece não apenas as habilidades e oportunidades, mas também a liberdade necessária para colocar essas ideias em prática.

Os alunos são encorajados a explorar diversidade, responsabilidade social e sustentabilidade, aplicando pensamento crítico a esses temas em sua prática criativa. Por meio do ensino, da pesquisa especializada e do trabalho colaborativo, o curso promove uma abordagem diferente, utilizando a moda como lente para analisar a história e contribuir para a construção de um ambiente mais sustentável e ético no futuro.

## PARIS E LONDRES

| TERM ONE                   | TERM TWO              | TERM THREE                    |
|----------------------------|-----------------------|-------------------------------|
| Fashion Image              | New Media Environment | Professional Fashion Panorama |
| History of Art and Fashion |                       |                               |

| TERM ONE                          | TERM TWO         | TERM THREE        |
|-----------------------------------|------------------|-------------------|
| Fashion Branding                  | Fashion Magazine | Fashion Editorial |
| Fashion, Art and Cultural Context |                  |                   |

| TERM ONE           | TERM TWO                                            | TERM THREE |
|--------------------|-----------------------------------------------------|------------|
| Fashion Campaign   | Final Major Project Fashion Communication and Image |            |
| Final Dissertation |                                                     |            |

# MILÃO & FLORENÇA

|         | SUBJECT                                            | DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                 | ECTS |
|---------|----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| YEAR 01 | 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 02 | 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    |
|         | FREE STUDY ACTIVITIES                              |                                                                                                                                                                                                                                                                                                                                                                                             | 5    |

|         | 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.                                                     |      |
|         | 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. |      |
|         | COMMUNICATION DESIGN                                      | Principles and methods of visual communication, combining creativity and strategy to design effective messages across print, digital, and multimedia platforms.                                                                                                                                                                                                                                                                                                                                                       |      |
|         | 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.                                                                                                                           |      |
|         | 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.                                                                                                                                                                                                                                                                                                                 |      |
|         | 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.                                                                                                                                                                                                                                                                                                                       |      |
|         | INTERNSHIP                                                | Internship.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |      |
|         | DISSERTATION                                              | Students articulate and present a coherent visual and theoretical narrative that reflects their personal vision and professional awareness.                                                                                                                                                                                                                                                                                                                                                                           |      |