

# NABA

NUOVA ACCADEMIA  
DI BELLE ARTI

# SUMMMER COURSES

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**A.Y. 2025-26**  
**SYLLABUS**

Fashion image and  
styling 2

2<sup>nd</sup> session: July 14<sup>th</sup> – July 24<sup>th</sup> 2026

[www.naba.it](http://www.naba.it)



# Fashion image and styling 2

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*Course Structure:* 45 hours – 9 lesson days

ECTS: 3 ECTS credits\*

Intermediate 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 receive technical training in the field of fashion styling necessary for the creation of a refined fashion image, encompassing trend research, set design, and photo shoot production. Participants will experience the creative process of producing a photo shoot in a professional work environment, including live models, on-location shooting, and studio sessions. Personal research and observation will be employed to analyze contemporary advertising strategies used to promote fashion products to targeted consumer audiences.

## **COURSE OBJECTIVES**

- Analyzing emerging trends in the creation and representation of contemporary fashion imagery.
- Interpreting the personality and lifestyle of a client, translating these characteristics into coherent visual narratives.
- Understanding fashion trends as expressions of contemporary culture and as integral components of the current fashion communication system.
- Developing an individual creative project, applying conceptual and technical skills acquired during the course.
- Creating a professional fashion image, proposing a distinctive look through the combination of clothing, accessories, photography, and location choices consistent with a brand's aesthetic language and DNA.

## **ADMISSION REQUIREMENTS**

This course is suitable for students with some background in fashion design, and

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for students who have completed one or two years of university studies in art and design.

## OUTPUT

Presentation of the creative idea and process for a lookbook or magazine photoshoot, still-life post and a social media micro-video. All the possible styling choices have to be considered and analyzed in details.

Specific technical training will be provided in order to foster imagination and creativity for the final output.

## LIST OF MATERIALS AND TOOLS

- Laptop.
- Smartphone.

## 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

There will be an alternation of theoretical and practical lessons, with external classes for shootings or to visit fashion show-rooms.

Some classes will be held at the 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: <b>FAILED</b>
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

## Contacts

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1<sup>st</sup> week

## COURSE SCHEDULE\*

DAY		LESSON-SUBJECT
Day 1 - Tuesday	NABA Staff	Welcome and Registration <ul style="list-style-type: none"> <li>• Introduction: "What does it mean to be a stylist in our times?"</li> <li>• Concept presentation and details of the projects.</li> <li>• Work in Progress.</li> </ul>
Day 2 - Wednesday		<ul style="list-style-type: none"> <li>• Styling for brands and digital contents.</li> <li>• "Ground research: looking for interesting stores and locations".</li> <li>• <i>Field trip*</i></li> </ul>
Day 3 - Thursday		<ul style="list-style-type: none"> <li>• Brand identity and styling: working for a brand + The importance of storytelling: fashion films and micro video.</li> <li>• Work in progress.</li> <li>• Revision of the projects.</li> </ul>
Day 4 - Friday		<ul style="list-style-type: none"> <li>• Still life best practices + The practical aspects of styling.</li> <li>• Work in progress and final check.</li> </ul>

\*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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2<sup>st</sup> week

## COURSE SCHEDULE\*

DAY	LESSON-SUBJECT
Day 5 - Monday	<ul style="list-style-type: none"><li>• Project review. Concept presentation and styling choices selection.</li><li>• Shooting days schedule.</li></ul>
Day 6 - Tuesday	<ul style="list-style-type: none"><li>• Fashion shooting at the Academy and outside locations, with photographer, make-up artist and models.</li></ul>
Day 7 - Wednesday	<ul style="list-style-type: none"><li>• Still life shooting with photographer: on a set, with props, on black and white background.</li></ul>
Day 8 - Thursday	<ul style="list-style-type: none"><li>• Editing of the photo-shooting and still life with a post production expert.</li></ul>
Day 9 - Friday	<ul style="list-style-type: none"><li>• Last coordination for the presentation.</li><li>• Final check and final presentation.</li></ul>

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