

FASHION STYLING ONE YEAR VOCATIONAL PROGRAM ISTITUTO MARANGONI MIAMI

ADMISSIONS GUIDANCE
Academic Year 2023/24



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FASHION STYLING

ONE YEAR VOCATIONAL PROGRAM

Our One Year Vocational Program in Fashion Styling is perfect for those with a keen eye for fashion and an interest in curating stunning visual narratives. Students will learn the art of creating compelling fashion stories through creative direction, image consulting, editorial photo shoots, wardrobe selection, and trend forecasting. This course emphasizes the practical skills needed to excel in the dynamic field of fashion styling from spanning from mastering styling fundamentals to acquiring skills in creative direction for luxury fashion brands and managing online media channels.

PROGRAM DESCRIPTION

LEVEL 1: INTRODUCTION TO FASHION STYLING

Students are introduced to learning about the professional aspects of the fashion styling industry and fundamentals. Visual communication, graphic design, and fashion photography is put in practice through hands-on experience.

SUBJECTS

FASHION STYLING

Categorize visuals, texts and references related to the diverse roles of a professional fashion stylist.

GRAPHIC DESIGN

Interpret the basics of a wardrobe through mood boards, using visual communication and presentation skills (CAD).

FASHION CRITICISM AND DIGITAL WRITING

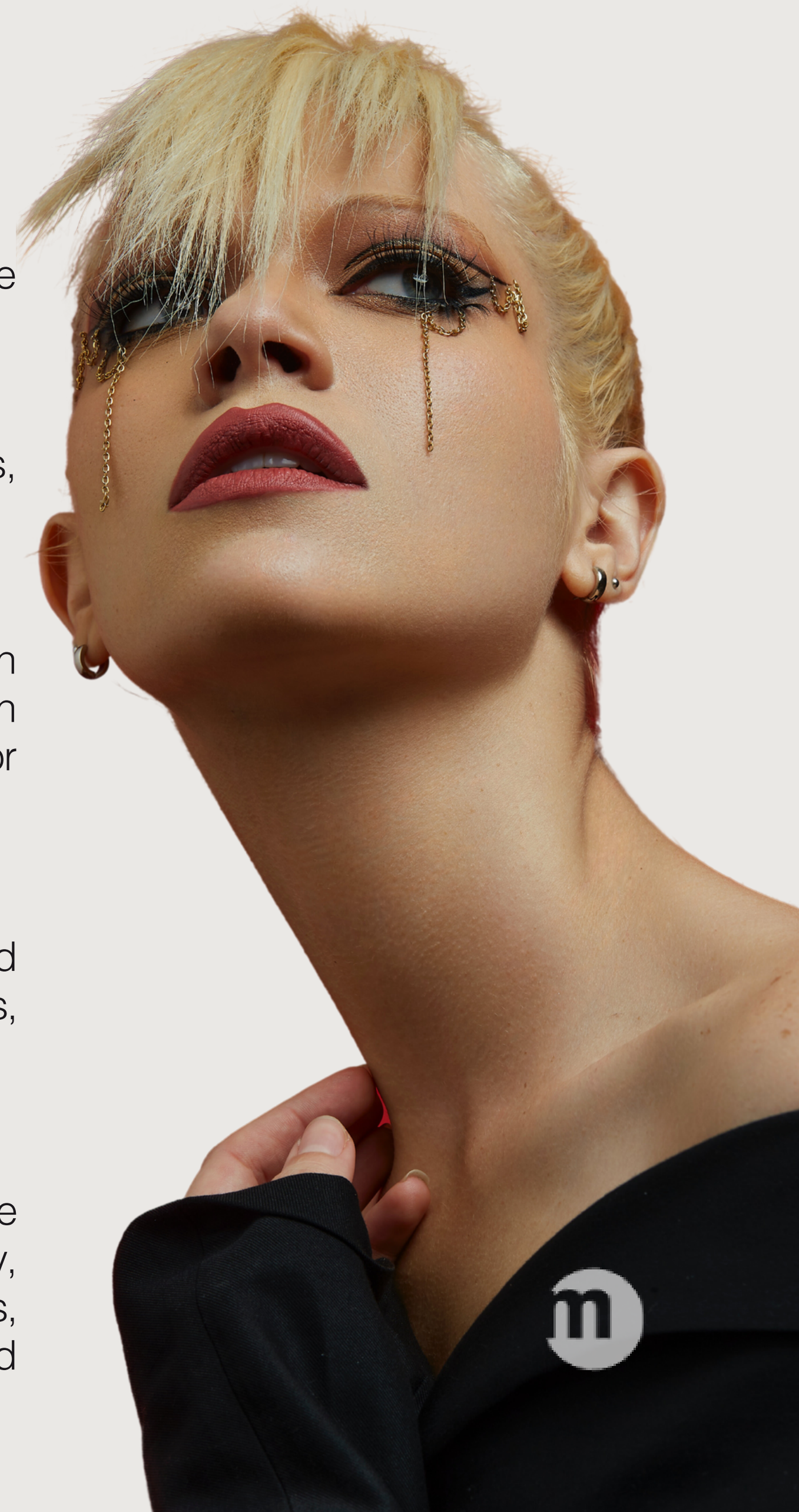
The course offers an exploration of the intersection between fashion, media, and critical analysis, equipping students with the skills to write compelling fashion-focused content for digital platforms.

FASHION PHOTOGRAPHY

This course provides a comprehensive study of the art and techniques involved in capturing stunning fashion images, emphasizing composition, lighting, and visual storytelling.

FASHION SYSTEM

Students will learn a comprehensive study of the interconnected components within the fashion industry, covering topics such as fashion production, design processes, marketing strategies, retail operations, consumer behavior, and the influences that shape the dynamic fashion ecosystem.



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PROGRAM DESCRIPTION

LEVEL 2: IMAGE DEVELOPMENT

Students are introduced to learning about the professional aspects of the fashion styling industry and fundamentals. Visual communication, graphic design, and fashion photography is put in practice through hands-on experience.

SUBJECTS

FASHION STYLING

This course immerses students in the art and craft of styling, focusing on developing an eye for fashion aesthetics, understanding the role of trends, mastering the coordination of outfits, exploring editorial photo shoots, and gaining practical skills in creating captivating visual narratives.

GRAPHIC DESIGN AND VISUAL COMMUNICATION

Students acquire the skills to create captivating visual content, employing graphic design principles and visual storytelling techniques to effectively communicate fashion concepts.

SOCIAL MEDIA

This course equips students with strategies to navigate social media platforms effectively, enabling them to build brand presence, engage with audiences, curate visually compelling content, and implement successful social media marketing campaigns.

PHOTOBLOGGING AND LIFESTYLE

Students delve into the art of photoblogging and lifestyle content creation, learning to curate visually stunning imagery, develop a personal brand aesthetic, and create engaging lifestyle narratives that resonate with audiences in the digital realm.

PROFESSIONAL FASHION PANORAMA

Students gain a comprehensive understanding of the fashion industry's landscape, including trends, market analysis, branding, and global business strategies, preparing them for successful careers in the field.

HISTORY OF DRESS

Students explore the evolution of fashion and clothing throughout different time periods, studying cultural, social, and historical influences on dress



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LEVEL 3: FASHION BRANDING

The Fashion Branding Level provides students with the practice on marketing strategies and brand identity with existing brands. This study helps create awareness of the meaning of identity for contemporary fashion markets and contextualize how brands operate and respond to innovation and change within the fashion industry.

SUBJECTS

FASHION STYLING

Students will analyze creative identity of brands in fashion, deep understanding of seasonal trends, self identity and aesthetic development, and participate in their shooting project relating editorial and advertorial campaigns.

GRAPHIC DESIGN

Through Case Study analysis, students will refer to top fashion luxury brands to dive into their editorial practices like visual storytelling, creating a magazine identity, use of color, and more editorial guidelines.

PHOTOGRAPHY

Students learn advanced fashion photography techniques while adopting guidelines of the great fashion photography professionals. Students gain hands on experience and create content in-house and outside photoshoots.

ADVERTISING

Students learn to develop and execute effective advertising campaigns within the fashion industry, mastering the art of crafting compelling visuals and persuasive messaging to strategically promote fashion brands and products.

BRAND IDENTITY

Students explore the process of developing a strong and cohesive brand identity within the fashion industry, learning to define brand values, create distinctive brand elements, and craft brand messaging that resonates with target audiences

MARKET INSIGHT

Students gain valuable knowledge and skills to analyze and interpret market trends, consumer behavior, and competitor analysis within the fashion industry.



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PROGRAM DESCRIPTION

LEVEL 4: FASHION EDITORIAL

Plan, organize, and execute model photo shoots using props and a fashion team. Students are required to build research books related to the photo shootings realised, which will support the final outcomes and will help them to communicate their ideas and concepts.

SUBJECTS

FINAL FASHION PROJECT

Analysis of Fashion Editorial style in commercial and independent magazines, to then jump into the semester project on beauty editorial photoshoots and visual communication on beauty brands. Students learn how to create the styling rules for a correctly coordinated editorial., Beauty editorials between creativity and product.

EDITORIAL DESIGN

Students learn the art of designing visually captivating and engaging editorial layouts for fashion publications, honing their skills in creating editorial designs that effectively communicate fashion narratives.

PHOTOGRAPHY

Students delve into the art and techniques of capturing stunning fashion images. They learn essential skills in composition, lighting, styling, and visual storytelling

PHOTO RETOUCHING

Students acquire advanced skills in digital image editing to enhance and refine fashion photographs, including skin retouching, color correction, composition adjustments, and other post-processing methods.

PERSONAL STYLING

Students develop the skills to provide personalized fashion advice and styling services to clients.

PRODUCTION AND SET DESIGN

Students delve into the behind-the-scenes aspects of fashion shoots and events.

