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NUOVA ACCADEMIA DI BELLE ARTI

A.Y. 2025-26 SYLLABI

Fashion Styling and Communication

SAP-SEMESTER ABROAD PROGRAMMES

FALL - SPRING

HISTORY OF FASHION AND COSTUME

45 hours, 6 ECTS

COURSE DESCRIPTION

The aim of the course is to provide students with a general knowledge of the history of fashion and costume. Fashion is a form of language, used to communicate the essence of people, to describe the society, economy, religion and many other things; it represents the so-called "Zeitgeist" or "the spirit of the time". This would explain why clothes are nowadays studied by psychologists, sociologists, economists, anthropologists and art historians. The course starts from the analysis of the origins of fashion phenomenon at the time of Italian Renaissance and its historical evolution from the French Revolution to nowadays. Different fashion styles will be seen from a historical and sociological perspective.

COURSE OVERVIEW

The course has been structured on the following topics:

• The origins of fashion phenomenon at the time of Italian Renaissance, with a new market economy and social mobility.

• The influence of the French Revolution on fashion: Neoclassical and Empire styles.

• 19th century fashion: gender differences in dressing and in social roles: wedding dress history, the importance of bourgeois women clothing as a status communication and the feminine arts.

• Romanticism in music, literature and fashion: classical ballet and its influence on fashion, history of tartan.

• Fashion in the second half of the 19th century: innovation in textile production and beginning of ready-to- wear, the birth of haute couture and first fashion shows in Paris.

• Dandy phenomenon

• Eclecticism in architecture, interiors and fashion: reform dress, the art Nouveau style and the influence of Japanese art on western fashion.

• 20th century: Diaghilev "Russian Ballet" and Paul Poiret's revolution in fashion.

• World War I, women's emancipation, look "Garçonne": new ideal beauty, silent films and make-up.

• Modern women's style from Coco Chanel: art and fashion, Elsa Schiaparelli.

• 1929 crisis, romantic and retro look in 1930s: white satin dress, movie stars and fashion.
• World War II and "Utility Dress": "New Look" from Christian Dior and postwar rebirth of Parisian fashion.

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• Influence of American lifestyle and music: story of T-shirt and jeans, "fertile look".

• Italian postwar "alta moda" (high fashion) and "Hollywood on Tiber" film production.

• The beginning of Palazzo Pitti Italian fashion shows in 1952.

• 1960s: Space Style, LSD, Pop Art and Op Art, kaleidoscopic prints and psychedelic style.

• Swinging London: baby-boom and the new teen-agers' market of fashion and music, baby-look and mini- skirt.

• The beginning of prêt-à-porter: YSL, Pierre Cardin, Paco Rabanne, Andrè Courrege

• 1970s: pacifism, feminism, "second-hand", Hippies and Punk. The beginning of prêt-à porter shows in Milan.

• 1980s: yuppies, "dress for success", "lookism": from clubs to fashion, revolution in menswear.

• 1990s: Japanese designers in Paris, minimalism: New Belgian fashion design, street-style, Grunge.

• Nowadays fashion production and distribution categories: haute couture, prêt-à-porter, mass-market (FastFashion), made-to-measure, outlet, vintage, main fashion fairs and events.

• 2000s: globalization, new fashion markets: new luxury, sustainability, connection between fashion, design and architecture today.

• Evolution of fashion communication, from magazines to blogs, from catwalk shows to internet.

• View of mega-trends and seasonal trends.

LEARNING OUTCOMES

At the end of the course, students will have acquired a full knowledge of the history of Fashion and Costume.

PREREQUISITES AND REQUIREMENTS

This course is intended for students who have no background in fashion or related fields.

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FASHION ANTHROPOLOGY

45 hours, 6 ECT

COURSE DESCRIPTION

The course introduces the main issues of cultural anthropology from a historical and theoretical perspective. Within this framework, it focuses on the epistemological capacity of anthropology to analyze fashion motifs from the perspective of their complex entanglement with aesthetics and art history. It does so by focusing on those anthropological issues that better intersect such a disciplinary knot. The course consists of two sections: the first one presents the general characteristics of cultural anthropology, its history, boundaries, specific objects of study and methodologies. Within this framework, it focuses on the human process of categorization and classification. The second one focuses on a particular type of classification, related to the forms, to illustrate the peculiar link between anthropology, aesthetics, art and fashion.

COURSE OVERVIEW

The course has been structured on the following topics:

• Cultural anthropology as a transdisciplinary field of research and anthropology of classificatory operations in different social groups.

• Anthropology genealogy and aesthetics of the classification of forms.

• The anthropology art history and aesthetics of fold and drapery.

LEARNING OUTCOMES

Students will be equipped with the tools of cultural anthropology. They will be able to analyze fashion motifs from a transdisciplinary perspective, in their historical, anthropological, aesthetic and artistic dimensions, and thus rethink their contemporary use and meaning in an original way. Through the fieldwork on images and works of art found in Rome, which show the numerous possibilities of the form of the fold (from antiquity to the Baroque), students will be able to outline their own "classes of forms", which they will be able to apply in their creative work.

PREREQUISITES AND REQUIREMENTS

The course is intended for students who have no background in cultural anthropology and related fields.

FASHION TRENDS AND FORECASTING

45 hours, 6 ECTS

COURSE DESCRIPTION

This course delves into the history and tools of trend forecasting, offering a comprehensive exploration of the methods and techniques essential for a career in the fashion field. Starting with an analysis of the origins and evolution of trend forecasting, students will gain a solid foundation in their principles and methodologies. The course will then lead to an in-depth examination of various tools and influences that play a critical role in trend forecasting. Students will study the impact of cinema, ancient art, music, photography, and iconic figures, understanding how these elements contribute to the prediction of future trends. Emphasis will be placed on the significance of these cultural and artistic references, highlighting their relevance in shaping the forecasts. A significant portion of the course will focus on the themes of travel and cultural appropriation, which are indispensable for the development of a trend forecaster. Students will explore how exposure to different cultures and the ethical considerations of cultural exchange influence trend forecasting practices. Additionally, the course will address the pressing issue of the climate crisis, examining its implications on trend forecasting and the broader industry. Participants will learn to incorporate sustainability and environmental awareness into their forecasting models, ensuring that their predictions are not only accurate but also socially responsible.

COURSE OVERVIEW

The course has been structured on the following topics:

• Introduction about what is trend forecasting and why it is important.

• Trend research, Industry and consumers, Media and PR, Digital fashion and journalism.

• Field trips, screenings and discussions on cinema, art, music and photography references and case studies.

• Travel and Climate issues.

LEARNING OUTCOMES

At the end of the course, students will have acquired a robust understanding of the history, tools, and ethical considerations of trend forecasting.

PREREQUISITES AND REQUIREMENTS

This course is intended for students who have no background in fashion or related fields.

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MARKETING AND MANAGEMENT

45 hours, 6 ECTS

COURSE DESCRIPTION

The course consists of a close examination of integrated marketing strategies, focusing on how to communicate the value of a product or service to customers for the purpose of selling it. The course is designed to guide students through a comprehensive understanding of marketing and management principles with a strong emphasis on digital marketing and the integration of online and offline strategies. Through a combination of lectures, hand-outs (containing relevant information), class assignments, research, and practical learning activities, students will gain the skills necessary to navigate the modern marketing landscape.

COURSE OVERVIEW

The course has been structured on the following topics:

• Branding (Company, Personal and Product), market research and competitor analyses.

• Buyer personas, segmentation, targeting, positioning, buying behavior, image and brand management.

• Marketing strategy (situational analysis, SWOT, implementation and controls), channels of distribution, integrated marketing communications; new product launch; customer relationship marketing.

LEARNING OUTCOMES

Concluding the course, students will have a much better understanding of how to promote their goods to their targeted market group in a successful manner by leveraging both traditional and digital branding, advertising, and promotional design strategies. They will also gain valuable insights into managing a marketing team or campaign effectively.

PREREQUISITES AND REQUIREMENTS

This course is intended for students who have no background in fashion, marketing or related fields

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FASHION STYLING FOR DIGITAL CONTENT

45 hours, 4 ECTS

COURSE DESCRIPTION

The course deals with the fundamental components of that complex and interdisciplinary phenomenon, known as fashion. Through the investigation of the processes that fashion puts in place to produce icons it will be possible for students not only to recognize them but to reproduce them, making them personal. Students will pay tribute to the city of Rome by analyzing the innovative path traced by the "Roman current" of designers, which have represented an important peculiarity both for the design but also for the history of contemporary styling. The outcome will be an important tool for understanding the Italian influence on the international fashion system at this very moment. Through the increase in research capabilities, the course develops students' initial understanding and experience in style hunting and image styling with the aim of further stimulating their potential skills. Embracing a disruptive method of work will bring originality to their future projects.

COURSE OVERVIEW

The course has been structured on the following topics:

• Image Analysis Learning. Fashion styling and fashion photography. Recognizing heritage stimulates the creation of new iconic images that is the main ambition of any effective styling.

• Cinema, performing arts, gaming and social trends. Fashion does not exclude any content: everything is a possible inspiration, and stylists synthesize and mediate between artistic content, brand needs and market.

• Research methods to communicate complexity through images and combine trends with design elements, textiles and targets.

LEARNING OUTCOMES

At the end of the course, students will have acquired skills to recognize styles by hunting cool ideas from the ground; know the fundamentals in order to understand fashion image language and its connection with art, design and society; classify styles in different section according to trends and targets; evaluate knowledge on Made in Italy, history of fashion photography and styling; recognize iconic content and use it to improve communication; develop a methodology on building new styles.

PREREQUISITES AND REQUIREMENTS

This course is intended for students who have no background in fashion or related fields.

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EDITORIAL FASHION STYLING

45 hours, 4 ECTS

COURSE DESCRIPTION

The course deals with the fundamentals of the Italian image and style. Students will be focusing on style hunting and image styling starting from the city of Rome, one of the international capital of fashion, where they may encounter luxury and tailor-made craftsmanship, contemporary art and business, creativity and wearability/creativity. Marketing and social macro trends are the main basics from which to start a process for a product styling line. The aim of the course is to make students play an active role through research, observation and analysis. The practical application of the process will help students to understand professional outcomes. The course will cover all the related topics such as research methodology, aesthetic and contemporary fashion art influences, trend forecasting, trend analysis, marketing elements, retail strategy

COURSE OVERVIEW

The course has been structured on the actions:

• Image Analysis Learning. How to read an image, looking through layers, is one of the most important skills that a fashion stylist needs to be successful.

• Cool Hunting. From aesthetic to fashion. Scouting now to forecast the future: Analysis of the cool concept and hands-on exercises.

• Styling Style look exercises. Identification of current trends and practical exercises, by creating a personal styling that best represents the concept connected to the trend itself.

• On Set Experiences. Students will be engaged in three photo-shootings where they will be able to express their own styling vision and concept.

LEARNING OUTCOMES

At the end of the course, students will have acquired skills to create fashion styling sets for the editorial context evaluating their own vision on fashion

PREREQUISITES AND REQUIREMENTS

This course is intended for students who have no background in fashion or related fields.

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COURSES POLICIES

Class attendance is mandatory, and punctuality is essential. Attendance will be taken at every class period. Late arrival or early leave will be counted as absences. Every absence will lower the attendance grade. If more than 20% of the scheduled class hours are missed (4 absences), the final grade will be "F" and NO credits will be given for this course.

TESTS AND ASSIGNMENTS

The courses will have a mid-term review and a final exam.

GRADING SYSTEM

The following elements will be evaluated for the final grade: the total number of attended lessons; the result of the mid-term review and the final exam.

GRADING SCALE

GRADE	PERCENTAGE
A+	97%-100%
A	93%-96%
A-	90%-92%
B+	90%-92%
B	83%-86%
B-	80%-82%
C+	77%-79%
C	73%-76%
C-	68%-72%
D+	67%-69%
D	63%-66%
D-	60%-62%
F	0%-59%

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