NABA

NUOVA ACCADEMIA DI BELLE ARTI

SUMMER COURSES

Fashion Film

2nd SESSION:
July 11th – July 21st 2023

NABA NUOVA ACCADEMIA DI BELLE ARTI

FASHION FILM

School: Nuova Accademia di Belle Arti
Address: Via Ostiense 92, 00152 Roma, Italy
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Course Structure: 45 hours – 9 lesson days
ECTS: 3 ECTS credits*

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

TITLE – AREA
Fashion Film (Introduction level)

COURSE TEACHER
Silvia Morani

COURSE DESCRIPTION
This course introduces students to the world of fashion films, the new form of immersive, interactive and digital filmmaking of the twenty-first century.
It will provide students the necessary tools and basic technical skills, from the creative process to the fashion film making.
Participants will be inspired to develop their own ideas and their potential to the fullest. Personal research and observation will be used to analyze contemporary fashion films and students will be required to develop the project of their own Fashion Film based on a personal concept.
This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

COURSE OBJECTIVES
Students will approach the world of Fashion Film through a theoretical, technical and project and production part, which will lead them to the development of a personal Fashion Film project.

ADMISSION REQUIREMENTS
The course is open to all students. No academic background in the specific subject area is required.

OUTPUT
Students will be required to develop the project of their own Fashion Film based on a personal concept.

LIST OF MATERIALS AND TOOLS
As well as a theoretical part, in which the multiple facets of fashion films will be studied, the course will provide students the following tools and basic technical skills, from the creative process to the fashion film making:

- Elements of creative process
- Pre-production elements
- Film shooting elements
- Post-production elements

ATTENDANCE POLICY
Class attendance is required for successful completion of the course. Attendance will be taken every class period.
Students should attend every lesson, and try to be in class at least 10 minutes before the beginning of class. 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
The course consists of three parts: a theoretical part, a technical part and a project and production part.

TEACHER'S SHORT BIO
Silvia Morani

Fashion film director, author and editor for brands such as Gucci, Kenzo, Max Mara, Antonio Marras, Piquadro, Vic Matié, vogue.it.

Fashion shows consultant for Ridley Scott's "House of Gucci".

http://www.silviamorani.com

https://thefamilyfilm.net/home/directors/silvia-morani/

https://vimeo.com/moranisilvia

Grading

Total number of ECTS assigned for the successful completion of the course: **3 ECTS**

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
		Below Average = 60-69
TOTAL	100 %	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: FAILED
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/	Exhibits exceptional analysis of concepts &	Exhibits exceptional analysis of concepts &	Exhibits average analysis of concepts &	Exhibits below average analysis of	Exhibits poor analysis of concepts & production of

Final presentation) (30%)	production of original proposal	production of original proposal	production of original proposal	concepts & production of original proposal	original proposal

Course Schedule*

1ST WEEK

Day	Time	Professor	h	Lesson-subject
Day 1 Tuesday	14:00-19:00	Silvia Morani	5	**Welcome and Registration** Teacher's work presentation. The world of fashion communication in the digital age and the experimentation of a new language: Fashion Film, a new form of filmmaking of the twenty-first century.
Day 2 Wednesday	14:00-19:00	Silvia Morani	5	Multiple forms of Fashion Film 1: Designer branded communications films. Independent branded experimental films.
Day 3 Thursday	14:00-19:00	Silvia Morani	5	Multiple forms of Fashion Film 2: Online editorial films. Conceptual Fashion Video Art Projects.

Day 4 Friday	14:00-19:00	Silvia Morani	5	Fashion and Cinema: films and biopics. Documentaries and behind the scenes.

2ND WEEK

Day	Time	Professor	h	Lesson-subject
Day 5 Monday	14:00-19:00	Silvia Morani	5	Fashion and Music: music videos.
Day 6 Tuesday	14:00-19:00	Silvia Morani	5	Creative process: Script. Moodboard. Brand Identity. Styling on Film. Selection of music and lyrics. Storyboard. Pre - production elements: crew selection, cast and location.
Day 7 Wednesday	14:00-19:00	Silvia Morani	5	Film shooting elements: direction, cinematography, styling, hair & make up.

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Day 8 Thursday	14:00-19:00	Silvia Morani	5	Post-production elements: Download the footage. Editing. Color Correction. Exporting for web.
Day 9 Friday	14:00-19:00	Silvia Morani	5	Elaboration and revision of individual projects.

*The school 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.