

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SUMMMER COURSES

A.A. 2023-24
SYLLABUS

Fashion image and
styling 2

2nd session: July 9th – July 19th 2024

www.naba.it



Fashion image and styling 2

School: Nuova Accademia di Belle Arti Milano (NABA)

Address: Via Darwin 20, 20143 Milan, Italy

Phone: + 39.02.973.192 *E-mail:* summer@naba.it

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

Students will be given technical training in the field of fashion styling needed for the creation of a perfect fashion image, considering trend hunting, set design and photo shooting production.

Students will experience the excitement of producing a photo shooting in a real work environment: live models, shooting location, and in a professional Studio.

Personal research and observation will be used to analyze contemporary advertising tools used to promote fashion products for the targeted consumer audience.

COURSE OBJECTIVES

- Analysing the emerging trends of a contemporary editorial fashion image.
- Interpreting the personality of a client and his/her lifestyle.
- Understanding these trends as a contemporary way of being part of the new culture of the fashion communication business.
- Learning and undertaking an individual creative project.
- Creating a professional editorial image, proposing a new look through clothing, accessories, photos and location combinations.

ADMISSION REQUIREMENTS

This course is suitable for students with some background in fashion design, and for students who have completed one or two years of university studies in art and design.

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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.

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

LIST OF MATERIALS AND TOOLS

- Laptop.
- USB Key.
- Digital Camera or mobile phone with a good camera.

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.

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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: 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/ 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

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1st week

COURSE SCHEDULE*

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

*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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2st week

COURSE SCHEDULE*

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

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