

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SUMMER COURSES

Fashion Image & Styling I

1st SESSION:
June 28th* – July 8th 2022

FASHION IMAGE & STYLING I

1st SESSION: June 28th – July 8th 2022*

* Please note: June 29 is Rome's city holiday

School: Nuova Accademia di Belle Arti

Address: Via Ostiense 92, 00152 Roma, Italy

Phone: +39.06.90251.309

E-mail: summer@naba.it

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 Image & Styling I (Introduction level)

COURSE TEACHER

GINEVRA MENON

COURSE DESCRIPTION

Students will develop an understanding and gain experience in style-hunting and image styling as the foundations of fashion and project-development approach. They will be given an overview of the Italian Fashion System, and they will be inspired to develop their ideas and their potential to the fullest. Participants will learn how to innovatively apply trend skills to interpret the personality of clients and their lifestyle, to create a style for a collection look for a fashion magazine, and to propose a new image through clothing, accessories, photos and location combos.

COURSE OBJECTIVES

- Develop an understanding of image styling, through an overview on history of fashion, contemporary fashion and its connection with the aesthetics elements of art, design and culture.
- Gain knowledge on the Italian Fashion System and the Made in Italy
- Discover the position and responsibilities involved in developing an image for a brand/ individual.
- Learn to address a client's request and present a proposal
- Learn how to analyze and interpret trends
- Learn the techniques to create a concept look for an editorial fashion shooting combining clothing, accessories, make-up, and location
- Develop understanding of the different body types

ADMISSION REQUIREMENTS

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.

OUTPUT

- Understanding of Image styling and image analysis
- Comprehend the Italian fashion system and the Made in Italy
- Recognize the role of a stylist, its link with history, art and culture
- Be able to answer a client's brief with a proposal
- Know how to conceive and organize a shooting for a brand/ individual
- Research methodology involving the use of latest trends in image production
- Be able to work with different personalities and body shapes

LIST OF MATERIALS AND TOOLS

No mandatory textbook is required for this course. Readings and sources will be assigned for homework and in-class assignments.

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 teaching method is inspired by the "Socratic method", where both parts (teacher and student) build a relationship based on the inputs they share, and the starting point comes from the student. They explore different fields, from fashion to philosophy, and use different media. The aim is to work as a platform, to stimulate hyper-text modality, opening "windows" and following all the linked connections.

TEACHER'S SHORT BIO

GINEVRA MENON is a freelance fashion stylist and creative director.

Throughout her career she collaborated with many different magazines and consulted for emerging brands, in London where she studied Fashion Styling and Creative Direction as well as in Italy, where she is currently based. Her work experience doesn't include only styling but also visual merchandising, art direction and digital marketing which enabled her to develop deep knowledge of all the aspects of the fashion industry.

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/ 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

Course Schedule*

1ST WEEK

Day	Time	Professor	h	Lesson-subject
Day 1 Tuesday		GINEVRA S. MENON		Welcome and Registration Introduction to Fashion Styling
		GINEVRA S. MENON		The Italian Fashion System The fashion calendars Research methodology (trends)
Day 2 Wednesday		GINEVRA S. MENON		History of Fashion (20 th and 21 st) Fashion: a reflection of our times
		GINEVRA S. MENON		History of Fashion (20 th and 21 st)
Day 3 Thursday		GINEVRA S. MENON		The Made in Italy
		GINEVRA S. MENON		The Made in Italy
Day 4 Friday				Editorial Styling and key practitioners (image analysis)
				The magazine panorama

2ND WEEK

Day	Time	Professor	h	Lesson-subject
Day 5 Monday				Commercial Communication and key practitioners (image analysis)
				Styling for fashion films
Day 6 Tuesday				Styling skills How to address a client's brief
				The shooting (team, mood board, model agencies, the role of PR, production process, styling kit, etc)
Day 7 Wednesday				Personal styling and celebrity styling
				Body shapes
Day 8 Thursday				Social media and the fashion industry Sociology of fashion images
				Contemporary fashion
Day 9 Friday				FINAL EXAM
				FINAL EXAM

*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 beyond our control.