

NABA

**NUOVA ACCADEMIA
DI BELLE ARTI**

**SUMMER
COURSES**

**Fashion Image
& Styling II**

2nd SESSION:
July 12th – July 22nd 2022

FASHION IMAGE & STYLING II

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*

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

TITLE – AREA

Fashion Styling II (Intermediate Level)

COURSE TEACHER

Alessia Covri

Gianluca Senese

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.

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.**

Students should attend every lesson, and try to be in class at least 10 minutes before the beginning of class.

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.

TEACHER'S SHORT BIO**Alessia Covri**

Alessia Covri is a professional within the fashion industry, specialized in marketing, communication and styling. She previously worked in advertising agencies and for Corneliani, a leading male fashion company positioned in the high/luxury segment. For many years she has been collaborating with Mattori Srl, Studio of Fashion and Design, based in Milan that works with Clients such as The Italian Fashion Chamber, The Italian Shoemakers Association, La Rinascente and Lineapelle. Since 2010, she has been working as a Fashion Marketing Professor for Italian Fashion Chamber and for Wella Workshops and as a Fashion Styling Professor for NABA BA, Semesters Abroad and Summer Courses in English. Since 2012 she has been teaching Fashion Styling in Italian for the Short Programs Department. In 2016 she started to work as a "Fashion Product Analysis" Professor. She's also partner in Ghost Studio, a Communication Agency specialized in Social Media Strategy and Image Contents, like photo shooting and video productions.

Gianluca Senese

Gianluca Senese is a fashion photographer and cool hunter with a strong background in fashion and design. He started his activity as a fashion photographer in 2010 publishing his own works on NobodyKnowsMarc.com and worked with various international magazines such as Grazia, Marie Claire, L'Officiel, Vanity Fair and Glamour and he is also a contributor for Vogue America.

Today he works attending all fashion weeks and travels around the world, to collect with his camera new trends seen on the street in cities like Milan, London, Paris, New York and Tokyo. For more than a decade he also worked as a cool hunting photographer and trends forecasting for H&M, ASOS, Lane Crawford, Yoox and Mattori Srl. From 2016 he is a teacher and photographer for styling courses at NABA, where he teaches how to construct a fashion image and how to read it.

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	Alessia			Welcome and Registration Introduction: "What does it mean to be a stylist in our times?"
	Alessia			Concept presentation and details of the projects. Work in Progress.
Day 2 Wednesday	Alessia			Magazines in the contemporary scenario + Editorials Comparison + Work in progress
	Alessia			"Ground research: looking for interesting stores and locations"
Day 3 Thursday	Alessia			Brand Identity and Styling: working for a brand + The importance of Storytelling: Fashion Films and Micro Video.
	Alessia			Work in progress. Revision of the projects.
Day 4 Friday	Gianluca			Still life best practices + The practical aspects of Styling Work in progress and final check.
	Gianluca			Work in progress and final check.

2ND WEEK

Day	Time	Professor	h	Lesson-subject
Day 5 Monday	Gianluca			Project review. Concept presentation and Styling choices selection
	Gianluca			Project Review. Concept Presentation + Shooting days schedule
Day 6 Tuesday	Alessia	Gianluca as Photographer		Fashion Shooting at NABA and outside locations, with photographer, make-up artist and models.
	Alessia	Gianluca as Photographer		Fashion Shooting at NABA and outside locations, with photographer, make-up artist and models.
Day 7 Wednesday	Alessia	Gianluca as Photographer		Still life shooting with photographer: on a Set, with Props, on Black and white background.
	Alessia	Gianluca as Photographer		Still life shooting with photographer: on a Set, with Props, on Black and white background
Day 8 Thursday	Gianluca			Editing of the photo-shooting and Still Life with a Post Production expert
	Gianluca			Editing of the photo-shooting and Still Life with a Post Production expert
Day 9 Friday	Alessia			Last coordination for the presentation. Final check and final presentation

	Alessia			Final Presentation

*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.