SUMMER COURSE
FASHION COMMUNICATION AND STYLIST: PARIS & FLORENCE

Paris College of Art and IED Firenze
June 12th – June 23rd 2017
English
SUMMER PROGRAMS ARE DESIGNED FOR STUDENTS SEEKING A CREATIVE ITALIAN EDUCATIONAL EXPERIENCE PROVIDING THE BACKDROP TO DISCOVER AND DEEPEN AREAS OF INTEREST AND SKILLS FOR ACADEMIC AND PROFESSIONAL FULFILLMENT
PARIS COLLEGE OF ART AND IED FIRENZE SUMMER PROGRAM

Paris College of Art and Istituto Europeo di Design present two challenging educational experiences for international students wishing to immerse themselves in creative fields such as Fashion and Photography. While traveling across France and Italy, students will get inspired by the historical and artistic richness of cities like Paris, Venice and Florence, while they will earn university credits.

Through this international cooperation summer students will explore the Italian and French design, art and culture, while taking full advantage of the rich cultural resources, remarkable architectural buildings and local traditions offered by these three cities.

During the two-week summer programs students will get the chance to learn from the best industry professionals in a hands-on education experience, this way they will taste two different methodologies and different ways of thinking.
Description

First week at Paris College of Art:
*A great stylist will open your eyes to a world you had not – or could not possibly have – imagined. In the business of image-making there is nothing more exciting.*

Nick Knight

In the first part of the program styling practices will be addressed on this principle; the stylist as an image-maker and fashion communicator whose practice goes beyond making ‘beautiful and trendy’ looks.

In the last three decades, the fashion stylist’s status and role in the fashion industry has been increasingly crucial. As a key player in the fashion system, the fashion stylist’s work goes from the pre-conception phase of a designer’s collection all the way to editorial shoots and visual merchandising in the stores.

Through theoretical lectures and practical projects (individual and group), this course will immerse the student in the creative process, skills and function of styling and fashion communication.

Second week at IED Firenze:
During the second week of this program, students will understand and learn to apply the entire process of fashion styling using new media and video making strategies. By experimenting and interacting with other artistic disciplines and developing their own creativity, students will learn to work autonomously.

The course constitutes a further development on the tools and processes of design thinking attitude. Students will acquire a range of skills through theoretical and live project-based case studies, working both individually and in groups. They will directly interact with fashion and lifestyle brands which will allow them to explore a range of roles and career opportunities.
**Course title:**
FASHION COMMUNICATION AND STYLIST: PARIS & FLORENCE

**Course dates:**
Paris College of Art from June 12\(^{th}\) to June 16\(^{th}\) 2017
IED Firenze from June 19\(^{th}\) to June 23\(^{rd}\) 2017

**Class scheduling:**
From Monday to Friday on a full time basis (morning and afternoon)
the course has a duration of 70 hours spread over 2 weeks

**First location:**
Paris College of Art

**Second location:**
IED Firenze

**Level:**
Introductory

**Target**
Creative, flexible, open-minded young students or professionals from other fields who want to learn and take on challenges. People who are interested in the world of fashion communication and stylist and have no prior knowledge or experience in the discipline. This is an introductory course; no previous studies within the field are required. However students are encouraged to familiarize themselves with the major themes that will be presented.
PROGRAM, METHODOLOGY AND STRUCTURE
Topics Paris College of Art

• **The Fashion System**
  The students are introduced to the notion of the fashion system as a building block to all fashion practices. They will understand where image and communication fall in the cycle of fashion and its role in transforming a product or a garment into a fashion artefact.

• **Fashion Styling**
  The course gives a solid basis for understanding what contemporary styling practice is. Through dissecting the role and modes of operation of the stylist, students will understand the different genres and activities of styling, and the process of styling a fashion shoot (photographic or video). This will be addressed in practice through the experimental styling workshop.

• **Experimental Styling Workshop**
  This workshop consists of three days of an intensive accumulative chain of practical, individual and group, projects where the students learn to develop an alternative approach to styling while projecting their personal identity in the work. The series of projects will enhance the student’s ability of storytelling, concept and narrative building in the practice of styling and image making. The hands-on approach of the workshop will further introduce students to the methodology of styling for photo or video shoots.
Topics IED Firenze

• Fashion Styling
The objective of this course is to fine-tune students’ ability to act independently to apply the right methodology for devising, developing and producing a fashion styling and visual merchandising project, starting from complex concepts. Students will develop their ability to observe and analyse the real world and contemporary trends in men’s and women’s fashion, as input for elaborating an initial concept and translating it into an original, creative proposal of a style.

Media lab:
Students will learn about digital tools and social media, focusing on fashion brand awareness though different digital platforms. Students will be able to manage the media contents and interact by creating social communication plan.
Media lab course will focus different languages aiming at interacting to users and clients of contemporary fashion scenario.

• Video languages
The course introduces students to the essential elements of video and to its production in various sectors: its functions and aesthetic codes, the situations in which it is used and how it interacts with fashion styling.
The course aims at developing a critical attitude in students towards the phenomena related to video production, so as to translate and understand its forms and contents and learn about the techniques used to execute it and its aesthetic and expressive potential.
PARIS COLLEGE OF ART

Lesson plan
(This is an advance copy sample syllabus. Please note that dates and order of the lesson plan may change based on confirmation and availability of studio space, guest speakers, site visits etc.)

WEEK ONE
DAY 1
Morning: Introduction to the course, syllabus and instructor. Contextualizing fashion media and communication in the fashion system. Introduction to fashion dissemination and representation.
Afternoon: Introduction to the different fashion styling practices and genres. The Fashion Image. 'The stylist's scrap-book.' The process and team of photo-styling.

DAY 2
Morning: Visit to the Palais Galliera, 'Balenciaga, l'Oeuvre au Noir' Exhibition.
Afternoon: Shopping in charity shops. In-Class discussion.

DAY 3
Morning: Beginning of the experimental styling workshop: 'Context Narrative and Interpretation.'
Afternoon: Beginning of the experimental styling workshop: 'Context Narrative and Interpretation.'

DAY 4
Morning: Critiques and continuation of the experimental styling workshop.
Afternoon: Critiques and continuation of the experimental styling workshop.

DAY 5
Morning: Guest talks on Make Up/Hair stylist and fashion photographer. Continuation of the experimental styling workshop group project and collaboration with MakeUp/Hair stylist and photographer.
Afternoon: Final presentation and critique.
Lesson plan
(This is an advance copy sample syllabus. Please note that dates and order of the lesson plan may change based on confirmation and availability of studio space, guest speakers, site visits etc.)

WEEK TWO
DAY 6
Morning: Orientation and introduction to the course and instructor. Introduction to fashion styling processes.
Afternoon: Introduction to contemporary fashion industry and the role of fashion styling.
DAY 7
Morning: Motion graphics and video making
Afternoon: New media for fashion styling and communication
DAY 8
Morning: Visits to the Pitti fashion events (TBD according to the event dates)
DAY 9
Morning: “Advanced” fashion styling workshop: define a fashion strategy and create a storytelling through new media and videos
DAY 10
Morning: “Advanced” fashion styling workshop: define a fashion strategy and create a storytelling through new media and videos
Afternoon: Final presentations/diploma ceremony

Throughout the course, students will meet with diverse professionals in the field as part of traditional lecture or showroom visit. Active participation in discussions with guest lecturers and site visit/field trip attendance is fundamental.
FIELD TRIPS
Field trips are an integral part of the program’s learning experience. They are designed to complement what is acquired in the classroom as well as serve as an on-going orientation to the field. Field trips are “tentatively” scheduled and may change upon instructor availability or guest speaker and venue scheduling. All visits will be announced in detail at the start of the course. Site visits are a component of this course and may occur outside of the regularly scheduled class time. Student participation is mandatory.

BIBLIOGRAPHY
All necessary materials for the course are provided. Students may also wish to buy additional supplies. All personal printing is at the student’s expense. Students are strongly encouraged to bring their own laptops and digital cameras in order to work independently.

A list of recommended pre-reading and preparation is provided below.

- Glenda Bailey, Harper’s Bazaar Greatest Hits, 2011
- Charlotte Seeling, Fashion 150 Years Of Courtiers, Designers, Labels, Ullmann, 2012
- F. Morace, Real Fashion Trends, Schwillers, 2005

Internet resources
Milan Fashion Week: milanfashionweek.com/
Italian Designers: made-in-italy.com/italian-fashion/designers-and-brands

**VIDEOGRAPHY**
As a part of this course selected segments of the following documentaries and films are shown. Students are encouraged to view ALL of these works in their entirety outside of class time. Depending on class time constraints we may need to schedule a special viewing time for all outside of class.

- The Eye has to Travel, di V. Immondino
- Blow Up, di Michelangelo Antonioni
- Pret a Porter, di Robert Altman
- The September Issue
- Helmut Newton: Frames from the Edge
FACULTY PROFILE

PARIS COLLEGE OF ART
Coordinator

Klaus Fruchtnis
Photographer, New Media Artist and Researcher. Associate Dean for graduate studies and Chair of Photography. Master in Design Technology, Art and New Media. His research is based on the areas of photography, multimedia, digital drawing and media experimentation. Klaus questions the image, its origin and its incidence in the current art world, through new technologies and different ways of perceiving art, as well as how they influence our daily life.

Professors

Kegham Djeghalian
Multidisciplinary Visual Artist, Art Director and Image Designer in fashion. He has studied Image Design in Fashion at the French Institute of Fashion (IFM), Visual Arts at the American University of Cairo, Visual Culture and Design at Goldsmiths College University of London and Fashion Studies at Central Saint Martins and London College of Fashion. He has collaborated with many fashion houses and designers like Kenzo, Louboutin, Hermès, Okhtein, MajaS on campaigns and advertorials. His current visual art and fashion work revolves around the problematics of representation in fashion, embodiments, inhabittance and identity politics. EDA, Okhtein, IFM, Hermès, Kenzo, Louboutin.

IED FIRENZE
Coordinator

Gabriele Goretti
Architect, Designer, Senior Researcher in fashion design strategy and luxury goods market. Senior Researcher within joint research Labs between Academia and advanced craftsmanship SMES. PhD in
Industrial design, his professional profile is focusing on relationships between design strategies and advanced manufacturing processes. Moreover his research is focusing on product values communication through design-driven innovation based on technology innovation and traceability.

Professors

**Daniela Fiorilli**
Free-lance Designer and Stylist Consultant. After attending Polimoda in Florence and F.I.T in New York, Fiorilli started her career working for major companies both in Italy and abroad. In 2001 she founded her studio offering her experience to important brands of ready-to-wear and luxury denim. In 2012 launches Guen womenswear capsule collection. She was selected by Vogue Italia as one of the new emerging talents for Vogue Talents September 2013 issue. On july 2015 the Guen was selected together with the most interesting new fashion projects around the world for an exhibition called A.I creative Crime in Palazzo delle Esposizioni during haute couture fashion week.

**Michelangelo Guarise**
Founder of Volumio, a multimedia startup, his fields of work are interaction design, web design, digital marketing and growth hacking. He cooperates with several R&D international teams, ranging from multimedia applications to technology innovation in hi-end products. Graduated in Psychology, his main interest is technological innovations, where he takes mainly into account human and cognitive aspects.

**Paola Passeri**
Professional development of media for visual communication: from graphic design to corporate and promotional videos, to audiovisual products for educational and teaching, to museum video settings, to contents for interactive video installations. Areas of expertise: computer graphics 2d/3d, image editing, graphic design, visual communication, video design, video editing and compositing, special effects, video graphics, animation and post-production techniques, character animation, video mapping, infographics, whiteboard animation, motion graphics.
Qualification
Upon completion of their course students who have successfully attended at least 80% of each course receive a grade and an official transcript, which may allow them to apply the college-level credits they earned to current or future studies. Most schools and universities accept these credits; please consult an academic advisor at your home institution for further details regarding its credit transfer and approval policy. Students who are absent for more than 20% of total class meetings, including fieldtrips and course-related activities will not receive the certificate of attendance. Exceptions for medical and personal emergencies are handled on a case-by-case basis.

Admission and enrolment process
To start with the pre-enrolment process you can directly contact Paris College of Art or IED Firenze and a dedicated Admission Advisor will assist you through the whole process.

Age requirement
Applicants must be 18 years old before the course starts.

Language requirement
Applicants must have a high intermediate level of English in order to enroll in the program; they must be able to follow a lesson held in English. Level 5.0 IELTS (61 TOEFL IBT or equivalent) or above is requested.
Cancellation of the course
Courses that do not reach the minimum number of confirmed participants may be cancelled. If a course is cancelled, the student will be notified by telephone or email in advance.

Visa
Applicants should check with the French and Italian consulate in their country of residence to confirm if they need a visa for the period of their study in both countries. PCA will issue (upon completion of enrolment and payment) the necessary documentation to apply for a visa. If you do need a visa, please be sure to apply early.

Course texts
Students will be issued a course pack and/or PDF copy of course readings from texts as well as other relevant articles and readings added by the professor.

Course materials and supplies
Required materials for class workshops will be provided. All personal printing is at student’s expense. Students may also choose to purchase additional supplies at their own expense. Students are encouraged to bring their own laptop and digital camera in order to work independently.

For more details
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EXPLORE FRENCH AND ITALIAN CULTURE, ART AND DESIGN THROUGH TWO-WEEK SUMMER PROGRAM ACROSS TWO CULTURAL CITIES LIKE PARIS AND FLORENCE