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PROGRAMME SPECIFICATION

Bachelor of Arts Degree Course in Fashion Communication & Image·
Foundation + 3-Year course
Academic Year 2024-25 DUBAI

INDEX

Istituto Marangoni Dubai
Istituto Marangoni Middle East Limited · Dubai International Financial Centre · Gate Village 8
Unit 401 · Level 4 · PO Box 482020 · Licence number CL5911
t +971 (0) 43457176 · dubai@istitutomarangoni.com

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PROGRAMME SPECIFICATION ·
Bachelor of Arts Degree Course in Fashion Communication & Image

Brief Overview

Over the past 85+ years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni undergraduate courses prepare students with the necessary knowledge and *know-how* in order to enter a professional career in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Multimedia Arts, Interior Design, Product Design, Visual Design, Art History and Culture.

Academic Certificate Awarded (Study Title)

Participants who successfully complete this course will be awarded a BA Degree - accredited by CAA (Commission for Academic Accreditation). Participants will obtain 180 credits. Students who have completed their high school diploma in 12 years will be required to sit for the Foundation year, and then they will earn 240 ECTS.

Course description (Curriculum)

The Fashion Communication & Image programme aims a multidisciplinary approach, incorporating elements of styling, visual arts, photography, filmmaking, graphic design, and art direction to inspire experimentation and exploration to allow development of an individual fashion style and harness creativity. Students will expand on their industry practical skills, through the planning organisation and implementation of fashion shoots, working, managing and being an integral member of a fashion team, whilst building contacts with photographers, models and makeup artists, and expand their professional portfolio. Photo-shoots will encapsulate various formats from still life styling and photography to the development of sets, creating narratives and propped environments, to communicate fashion stories. Through each year, the students will be exposed to understand communication, how fashion ideas are disseminated, how trends are set, and how brand identities are constructed using compelling fashion imagery and media. The course aims to maintain a professional presentation within the areas of editorial images in a published magazine format, presented to a professional standard of execution and layout. The process will be documented through a series of reflective learning and development and peer observation. The production of final images will involve utilising enhanced skills in photo retouching, visual formatting and layout techniques using InDesign, motion graphics and AI-generated imagery. Students will progress by undertaking a series of creative and commercial projects, which will contribute to the execution of a creative portfolio and production of a website, which represents their individual creative style. The application of fashion writing and graphic presentation skills are integral to the presentation and communication of all visual outcomes. Projects include the fashion communication through planning and realisation of advertising campaigns for multiple briefs and clients, content creation for multiple touch-points. The final year encourages students to create and manage self-initiated briefs, which are implemented through fashion editorial shoots and art direction of fashion videos. Theory and academic writing will underpin the delivery of the creative pathway through the proposal and writing of a final thesis, which will investigate a personal topic of interest.

Course descriptions (Subjects)

FOUNDATION YEAR

Global Culture & Contextual Studies
The course will provide students with an overview of global culture, with special focus on a variety of areas which make it a reality. The course "Global culture and contextual studies" offers a holistic view on the key topics and drivers of change to consider as a creative and critical thinker in the 21st century. The course invites students to think beyond the fashion and design industries with a view to becoming key opinion leaders with a sensitivity to geopolitical, environmental, and societal issues. The students will be invited to speak up about causes that matter to them and society at large - reframing what it means to make an impact through fashion & design. Focus will be placed on stepping into becoming creative advocates by learning about the concepts of awareness, attention, action, and accountability.

Design Methods
The course aims to bring a basic knowledge of different design methods within creative industry. We will outline key design methods and techniques for creative practice. Students will develop fundamental design processes used in creating a project and will learn how to analyze, research, and visually communicate their design

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concepts. They will be guided in a process of researching, analyzing, and engaging with visual and design-oriented references and materials.

The creative research process will focus on fashion, art, trends and style and students will learn how to conceptualize and generate concepts and ways of working that have relevance to the fashion industry.

Students will learn basic graphic design and methods of visual communication to develop and communicate ideas. They will acquire the necessary skills required for the construction and manipulation of images and visual messages. Students will apply fundamental concepts, techniques, and the use of tools in the creation of a personal expression that responds to a defined objective. Students will be asked to express and document their ideas through visual and graphic presentations.

Fine Arts Studies

This course is aimed at developing students' familiarity with styles and aesthetic languages that cross the boundaries between design, interiors, arts, fashion, therefore training both their observational skills and critical abilities and providing inspirations. The program is centered on the individual student's potential and imagination. Alongside and in support of each lesson, various types of homework assignments will be set: reading, museum and exhibition visits, films, group, and individual research projects. In this course students will be introduced to the foundations of visual languages and fine arts as a cultural construct and as a primary component in fashion and design communications.

The identification and comprehension of essential elements that underpin visual literacy as applied to creative arts and design will be introduced. The course ranges from cinema to literature, from figurative arts to music, aimed at familiarizing students on how arts influence fashion and design (and vice versa).

The course has a clear experience-based structure, with students actively taking part during the lessons. Furthermore, a series of visits to exhibitions, shows, events and museums will also be included. The course will ignite students' creativity and fuel their intellectual curiosity according to a multidisciplinary approach.

Visual Design Workshop

This course aims to teach students to interpret basic visual information from the world of design, such as images, colors, symbols, and styles, exploring and comparing different visual phenomena. Students will be able to rework their creative inspirations in a personal way, developing a foundational understanding of visual design principles. The course includes a visual design project that will guide students through the process of concept development, laying the groundwork for more advanced projects in the following year.

Product Workshop

The course will teach students the importance of developing a proper product range as a crucial phase in the value chain of a company operating or in the fashion or in the design sectors. Students will embrace a strategic perspective in dealing with products, to understand how to align a company's vision and mission with the target's needs and expectations, through the development of a diversified range of products or through the use of the most appropriate marketing and communication strategies. Students will become familiar with the concept of brand's positioning drawing on theories, models, and concepts from academic research. Students will gain an understanding on the trends and developments in corporate communication within organizations. During the lessons, students will assess the alignment for products range between a company's vision and mission, culture, and communication, drawing on theories, models, and concepts from academic research.

The course aims to provide students with comprehensive insights into the key issues — corporate social responsibility, corporate branding, corporate identity — that define this area of practice and how to deal with them. The student will thus have a general overview on the key activities and skills in specific disciplines and emerging areas of practice, including social media, management, and leadership. The course will equip students with an understanding of the concepts and tools in marketing and public relations activities and their overlap in addition to a summary on product development.

Italian Creative Culture

The course will provide students with an analysis of the links between their culture and Italian culture, with a clear experience-based structure, and students actively taking part during the lessons. The course aims to analyze the specificities of Italian culture, in terms of beliefs, attitudes, but also in terms of Italian "genius loci", lifestyle, production system based on districts, peculiarities of the so-called "Made In Italy" system, a focus on the Milanese cultural system, and the Milanese Fashion and Design sceneries. Students will be encouraged to compare the approach of Italian culture with the student country culture.

The student will thus get a general overview of Italian culture, focusing on a series of disciplines (visual arts, design, cinema, food), as well as outlining links and reciprocal influences between design, fashion and culture.

Fundamentals of Sustainability in Design

The course aims to develop students' capability to understand the imperative of sustainability from a manifold point of view: in terms of product design, materials research, manufacturing processes and distribution, the rethinking of business models with a view to the rise of phenomena such as slow fashion, regenerative culture, and circular design. In particular the course will cover among the other topics: the competitive advantage of sustainability, the global appointment with the Sustainable Development Goals, the rise of the environmentally friendly customer, the energy crisis, green washing, digital pollution, the boom of upcycling and recycling and of the rise of Secondhand marketplaces, block-chain based solution to ensure the traceability of the supply chain.

The course 'Fundamentals of sustainability in design' offers a deep dive into the theoretical and practical aspects to be considered in aligning design with sustainable practices. The course includes the study of terminology and

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case studies around circular economy, the raison d'être of the United Nations Sustainable Development Goals (the so-called '17 SDGs') as well as the importance of the ESG standards - Environmental, Social and Governance. An "hands-on approach" workshop will crown the course, to enable students' creative skills in leveraging the principles of circularity.

Creative Production
The course aims to support students in obtaining basic primary and secondary research skills and applying those skills for the preparation of their styling book. Using analogue methods, the students will learn to present their projects effectively and in a personal way. The course will explore the world of visual communication focusing on developing students' skills in magazine decoding and visual representation using a timeline approach. The course covers the essential tools required during the early learnings as a stylist revolving around sensory interpretations, helping to understand and recognize how to use the images effectively, learning how to collect and evaluate accurate images to visually represent ideas, as well as understand and apply basic knowledge about moodboarding. The course culminates in the creation of a visual portfolio, which showcases students' skills and communicates ideas clearly and professionally.

Entrepreneurial Mindset
Why is entrepreneurship important these days? Entrepreneurship is a discipline inside management that has only begun to be studied and a very relevant body of knowledge has been developed around it to help and support creative minds in developing their entrepreneurial mindset. Innovation is a discipline, together with entrepreneurship, for which methodologies have been developed and taught to people who innovate. When these disciplines are brought together they create the concept of innovative entrepreneurship.
The course will define the concept of entrepreneurship across various scales and global markets, as well as the development of creatives from a historical sense, with an emphasis on the key traits of an entrepreneurial mindset. Students will learn the opportunities and challenges faced by prominent entrepreneurs and the habits they had to build to strive in the industry. The course will include several modules, worksheets, interviews, videos and content, and students will develop a strong sense of self-branding required to further research, plan, and develop their own entrepreneurial approach to become founders of their own brands. This will touch upon an overview of diverse resources, from theoretical work to practical business models successfully applied in fashion, art, and design. Students will also enhance their leadership skills and develop a clearer understanding of their potential as an entrepreneur.

Language – General Skills
The course is designed to broaden and improve students' English language skills in different contexts and situations related to both their chosen disciplines as well as real-life contexts. We will be looking at the principles of effective communication and through class practice and assignments, students will be given tools and tips to enhance their communication, develop their self-awareness as well as audience-awareness when it comes to the two main forms of communication, written and oral.
This will also include looking at body language in different cultures and countries to complement students' learning journey on communication and help them build good relationships at school and in real-life.

Language – Fashion & Design Fields Terminology
In this Course students will acquire new terms and specific phrases. used in the fields of fashion, design, creativity. Students will gain a specific vocabulary of the creative industry, being involved in conversations in class with the teacher as well as with their classmates, focusing on specific topics belonging to design culture, methods, and techniques. Students will be encouraged to reflect on the topics and compare their personal opinion with that of their classmates by using appropriate technical terminology and professional phrasing.

Fashion Design Workshop
The course aims to provide students with the instruments necessary for the knowledge and analysis of the figures present in the world of creative level fashion and to provide the materials useful for research and basic for fashion design. The figures most analyzed will be those of the designer (and Maisons), photographer and stylists and their ability to create cultural, aesthetic, and artistic identities. The course is divided in 3 parts: introduction to Fashion Illustration, the Fashion Panorama and a final introduction to Draping. In the introduction to basic drawing for Fashion the students will understand how to manipulate the tools for Fashion illustrations and get an overview of different Illustrations styles & techniques to start to build their personal handwriting. The second part, is a consistent overview on Fashion Panorama highlighting the differences between RTW and Couture, and all the directories of Fashion, highlighting the emblematic Designers and Brands. The final part is more hands-on, where the student will have the opportunity to discover the basis of draping with practical garments to build. Through practical and theoretical lessons, participants will be taught how to formulate convincing and creative ideas, and then translate them into an effective visual representation. Students are introduced to the fashion collection and fashion illustration basics with an essential and playful approach to the most important fashion shows seen during the latest Fashion Weeks. Through practical and theoretical lessons, participants will learn to experiment with their ideas. Students will move their very first steps into the creation of a fashion collection, adapting and managing volumes, trends and silhouettes seen on the runways.

FIRST YEAR

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History of Visual Communication
The course theoretical and practical, promotes the understanding and development of the creative research method through the learning of a variety of visual communication processes.
Students will learn the methodology of image research and gather information from different sources, paper and digital, organizing both primary and secondary research.
Students will be presented with basic concepts regarding communication in the world of fashion, from creative research with the purpose of editorial styling to research for the planning and creation of an online editorial project, to the presentations of the outcomes using basic CAD techniques.
Through cultural, aesthetic, stylistic knowledge applied to practical and theoretical methodologies, the student acquires awareness and independence in the professional field of styling, evolving from the research process to creative projects. The research will be supported by culture in different fields in order to understand styles and visual interpretations of contemporary fashion, from trend analysis, to editorials and contemporary magazines.
The aim of this course is also to provide Students with an understanding of the themes of sustainability and ethics in the Fashion world, through contemporary languages and themes, which will be the subject of research, development and reflection.
Students will present the final results of their work by applying the visual communication skills acquired during the Semester, also supported by the use of Photoshop.

Photography
The course provides an understanding of the visual language of photography in relation to fashion and visual design, through a basic cultural overview of iconic photographic styles and great masters of fashion, from past to present.
The photographic tool is used to support the development of projects and visual research, outlining the basis of the role of fashion photography in the contemporary professional field.
The course analyzes and develops an overview of the different photographic techniques to support aesthetic and visual elaborations, aiming, as its main objective, at the creation of visual works that are inspired by the fundamentals of fashion photography and affect the development of general visual research.

Material Science and Technology
This theoretical and practical subject aims to illustrate the fundamental notions related to the fields of fabrics and materials used by the Textile and Fashion Industry. Students will be introduced to the various families of fibres and fabrics with the aim of establishing relations with the Fashion Styling sector for creative developments and inspirational research. The subject aims at directing students towards the elaboration of personal interpretations and style suggestions dictated by the world of fabrics and materials, through the design of creative researches, subsequent visual elaborations and manipulations of materials, included in a book presented at a professional level.

Advertising and Consuming Psychology
The course aims to give students the necessary tools and methods for the production of a critical review: observation, description and evaluation of a cultural and art phenomenon such as Fashion. Students will learn a proper research methodology and analysis skills in order to 'translate' verbally what Fashion and the Image world communicate at different levels.
Students are introduced to a brief theoretical and historical overview to Psychology, Criticism, Philosophy of Art and Semiology in order to produce articles for blogs, national press, Fashion magazines.
The subject also aims to analyse, understand and learn about new social platforms as advertising, communication and promotion tools, with reflections on new innovative outlets in the Social Media sector. Students will be presented with an overview of Fashion communication through digital media such as websites, blogs and social networks (from the history to the influences of Social Media). The subject analyses the new digital media and their applications in the contemporary world, together with the knowledge of different types of social media, accounts, influencers, which determine the world of contemporary style, using specific aesthetic directions to promote a brand, a product or an influencer. Finally, students will develop an interactive project for a social platform in which they will combine notions of communication, social promotion etc. with notions of style and styling.

History of Applied Arts
The Course, which is theoretical in nature, aims at the understanding and knowledge of pivotal topics in Fashion History and its links with Art, from the Renaissance to the early 21st century. Aspects related to the evolution of styles and aesthetics in different historical and recent eras in connection with Art, Design, and evolution of society are explored, and in addition, different visual influences on contemporary imaginaries and aesthetics are analyzed. The relationships between the clothing of the past and the Fashion of the present are analyzed, coming up with comparisons between the various historical periods with contemporary style codes. The course aims to give a comprehensive overview of styles that take inspiration from art, with the goal of formulating and recognizing visual interpretations in contemporary aesthetic languages. The course takes place within a broad historical, social, political and cultural context. A variety of tasks are assigned to support the lectures: readings, visits to exhibitions and museums, watching films, group and individual research work.

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Visual Research

The course defines the study of Fashion trends in their contemporary relations with influential cultural, sociological, artistic aspects that act as a driving force to inspire professional research defined visually through inspirational interpretations and aesthetic suggestions. The subject aims to illustrate and develop a project related to Trend analysis and its aesthetic developments. Through the study of this discipline, students acquire awareness and familiarity with the development of visual research involving the analysis of style trends related to contemporary Fashion. Students, furthermore, deepen their knowledges in editorial styling, working on several visual projects and the development of an online magazine.

Techniques of Visual Communication

The subject, theoretical and practical, focuses on the fundamental notions of computer science aimed at the work of the Fashion Stylist and Creative Director. The subject presupposes the development of the notions learned in the field of graphic design in Semester I, with creative deepening of the technical tool for the elaboration of professional products. Through the study of two of the main softwares of graphic composition, Adobe Photoshop® and Adobe InDesign®, the students will acquire the skills to be able to properly use the tools of graphic composition and image processing. The course approach is related to the world of Fashion: therefore, contents with a strong fashion sense will be used and proposed, such as shooting images, fashion shows, websites and specialized publications, outfit construction and creative layouts, connecting everything to a correct digital graphic approach. The acquired skills will be applied in the development of an online fashion magazine.

Foreign Language

The course is designed to broaden and improve students' English language skills in different contexts and situations related to both their chosen disciplines as well as real-life contexts. We will be looking at the principles of effective communication and through class practice and assignments, students will be given tools and tips to enhance their communication, and develop their self-awareness as well as audience awareness when it comes to the two main forms of communication, written and oral. In particular, we will be looking at Business English, how to pitch ideas as well as how to write a CV and prepare for job interviews to get students ready to step into the work environment.

Production Processes

The subject, of theoretical character, includes the understanding of the Visual Merchandising profession, through visual display strategies and communication methods in the Retail field. Through the study and use of the principles of composition, colour, styling and design techniques, students will approach the professional notions related to the figure of the VM. They will explore how to sell fashion products, with a focus on display and the use of installations and sets, in order to attract and engage the customer with the use of focal points, promotional presentations, styling methodologies and props. Students will gather inspiration and develop ideas and concepts into a final project presented to a professional standard.

Free Study Activities

The entire amount of credits for the first year's Free Study Activity (5 CFA) will be given to the student for a series of written contents covering different topics revolving around Fashion and resulting from autonomous research activities conducted by the student to explore the interdisciplinary contamination between Fashion and other creative fields, with a special focus on the cultural scenery of the MENA region. Some of this content might be then submitted to be published on Istituto Marangoni's corporate online magazine "Maze35", or used for a class blog or to nurture Istituto Marangoni Dubai cross-departmental research activities. The contents must comprise a total of at least 2500 words (not including bibliography or any appendix), complete with images and any material elaborations.

SECOND YEAR

Visual Research 2

The subject develops a deeper understanding of the professional and creative process involved in the styling field, through visual research and image analysis in order to achieve creative results. The creative and visual research, will constitute the starting point for the production of the identity of a printed Fashion magazine. In addition to this creative development, the student will engage in consecutive projects for editorial fashion shoots, consistent with the initial research and with the contemporary fashion trends, which will constitute content for the magazine itself.

History of Photography and Photographic Techniques

The subject, of a theoretical nature, includes studies related to the history of communication design, in the field of photography, with a specific focus on the study and application of styles starting from the great photographers of contemporary fashion. In the historical framework of communication phenomena, the aspects relating to the development of visual and multimedia techniques and languages in Fashion Photography are considered, also analyzed through the use of the tools of iconography and iconology. The development of interaction methods with the different forms of visual communication is also analyzed from a historical point of view, considering the related

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cognitive and psychological aspects. The works taken into consideration, as exemplifying cases of Fashion Photography communication design, are analyzed as a product of the complex system of social, economic and cultural factors which characterizes the production of industrial and post-industrial society.

Layout Techniques
The theoretical and practical subject will introduce the graphic tools necessary to create a paper publishing project to the students. Through lectures and practical applications, students will acquire the technical and creative skills of layout, typography and post-production necessary to define the visual identity of a fashion magazine. The knowledge acquired in these lessons will make possible an understanding of the use of graphics in the fashion world, publishing and communication in general and can therefore be of support in all the projects of the student's academic career.

History and Criticism of Contemporary Design
The theoretical subject will present students with an in-depth overview of fashion as a socio-cultural phenomena. Through a series of lectures, during the two semesters, students will acquire the theoretical knowledge necessary to understand fashion in relation to artistic movements and other cultural manifestations.
The lessons will cover, along with other themes, the evolution of fashion since the Industrial Revolution, adopting thematic approaches that aim to explore the complex relationship between fashion and art, and the cultural context in which they operate. The knowledge learned in these lessons will enable a deeper understanding of fashion within the creative styling process, and thus be supportive in the editorial project and other future projects.

Corporate Identity
The subject will consist of an introduction to marketing, digital marketing and branding. Theoretical studies of marketing and branding will provide awareness of the meaning of identity in the contemporary fashion market and contextualize how brands and publishing companies work and respond to innovation, demands and changes in the market. At the end of the course, students will research and then propose a new visual brand identity for a magazine in a specific market segment. Furthermore, the students will research and then propose a digital and social communication strategy for an independent magazine. The application of the theories learned and the research carried out will support the proposal, documented in a written text and supported by an oral presentation. The written proposal will highlight the interpretation of the collected informations, the validity of the ideas and the value of the work done; it will be a proposal that responds to the current demands of the fashion publishing industry to attract new readers.

Communication Strategies
The subject, theoretical and practical, investigates in depth the professional field of graphics for the publishing world, in order to let the students know the different possibilities of this field to be applied to the production of their Fashion magazine. The field includes the knowledge of the technical-productive aspects and the acquisition of the relative operating skills that constitute the minimum know-how fundamental for any project, and that allow to seize the opportunities offered by the constant technological evolution. The specific disciplinary skills, in the field of graphic production, are to be considered as an indispensable teaching tool both to support the creativity and development of the project, both to give the project the same concreteness by providing the most suitable technologies and technical processes for its serial production.
Furthermore the course gives the students the necessary competences of journalistic writing as interview techniques, rules and methodologies for critical reviews, fashion news, reports and captions.

Art Direction
The subject, both theoretical and practical, considers the development of the project culture as a system of relationship with the complexity of the contemporary panorama of languages and media. It offers knowledge and working methodologies that allow, starting from the definition of a critical framework of the media universe, to develop an interdisciplinary design capacity and aware of the information product. The investigation and the planning on different media allow to develop transversal skills and ability to dialogue between several professionals, and the use of various disciplines in the phases of design, coordination and realization of the communicative product.
Students will learn how to manage the professional skills of the Art Director in the field of fashion advertising by approaching creative projects related to the commercial world. Students will be trained in the understanding, analysis, learning and realization of creative editorial content within a Fashion Magazine. They will plan, organize and create photo shoots independently and professionally, consistent with the editorial line designed for their Magazine. Through extensive research books to support and communicate creative ideas, from concept to execution, students work on set and lead a team, as well as developing creative editorial products with other media and in other directions. Students will also be introduced to the basic principles of 2D animation, using Adobe Photoshop animation tools in order to produce digital content connected to the printed magazine. An overview of the influence of contemporary fashion styles on the aesthetic of fashion publications and fashion editorials will also be analyzed.

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THIRD YEAR

Sociology of Communication

The subject, of theoretical nature, will deepen the student's Fashion styling competences and skills facing each project with an independent and self-directed approach. They will also have to exercise critical thinking while developing their work and to correlate fashion with ethical, sociological and artistic matters. The final outcomes will be presented in a manner consistent with the professional standards of the Fashion industry. Furthermore, students will be able to justify and rationalize their reasoning behind the final outcomes.

Corporate Identity

Students will analyze in deep the process of creating and developing an advertising campaign for a Fashion brand. Through an investigation of the visual language they will understand the brand identity and DNA in order to produce original, innovative proposals for an advertising project to be conveyed on the most relevant contemporary media, offline and online. Students will also apprehend notions of Fashion PR and press office, and how to communicate in writing through a press release consistent with the industry standards.

Communication Design

This subject, theoretical and practical, will guide the students through the discovery of their professional visual identity. Student will learn how to create their own personal portfolio website that collects all the creative visual outcomes created during the Academic Year. Students will also learn how to present themselves and their work using the media most common in the industry (Behance, Linkedin, Instagram).
They will also execute their photographic editorial projects, working with a professional team, following self-initiated briefs in order to enhance abilities in self-direction, problem solving, planning, team work and production of multiple visual outcomes.

Multimedia Design

The subjects explores a Multimedia approach in the field of styling from the traditional language of cinema to fashion film to digital design. The subject aims also to teach more advanced elements that characterize the graphic language, with creative developments both in the traditional ways of the industry as well as with new multimedia approaches. Students will learn, on a theoretical and practical level, about technical and creative skills in the field of graphic design, post-production and Multimedia. In addition, stylistic skills of communication and visual creation will be refined in line with the standards widespread in professional contexts.

Brand Communication

Students learn to analyse the visual identity and DNA of a Fashion brand in order to communicate it through the most relevant tools of the industry: the Fashion show and the product display. They undertake the research, the development and the realisation of a fashion retail concept with multiple outcomes as well as an innovative collection presentation.
Students evaluate current omni channel retailing strategies, as well as exploring the use of brand narrative and experiential design in physical and digital spaces in order to attract engagement, communicate and sell to the fashion consumer. New technologies innovation and sustainability are also analysed. A proposal and verbal rationale explain and justify the students individual innovative concepts. The acquired competences of multimedia enable students to use aspects of new technology and communication media, to inform their concept development and also support production of final outcomes.

Organization Skills and Enterprise Performance Development

The subject provides the Students with the necessary skills to successfully approach the professional practice. Problem solving, team work and organization skills are exercised while creating a body of work compliant with the industry standards. An independent and self-directed approach is applied to create proposals for editorials consistent with the given briefs that allow to answer to many of the contemporary requests of the Fashion market (beauty, set design, etc). Creativity, organizational and problem solving skills will be exercised in the ideation and

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development of all the projects The proposal (research and technical books) will be then executed and presented in a professional portfolio.

Communication Tools and Techniques
In this course, students will learn how to develop a cohesive styling concept for their fashion final collection. They will explore several sources of inspiration, including art, history, culture, and current trends, and learn how to translate these into a cohesive aesthetic vision for their collection. Additionally, students will learn how to effectively communicate their collection idea through a personal concept proposal. This will involve learning how to write a brief and clear written proposal that conveys all student's inspirations and vision for their collection.

Fashion Project Communication
This practical and theory-based course deals with the main communication tools in the fashion industry. Essential elements include the graphic expertise needed to develop a visual identity and to set out a professionally presented portfolio, both in hard copy and digital formats. Students are called upon to use all of their analytical and theoretical tools for the creative process as well as for the communication of ideas, and to understand the professional skills that come into play. Some of the main objectives of this unit will be to experiment with new possibilities using graphic media and 3D animations as an essential method of creating visual narrative.

Internship
The internship activity facilitates students to undertake work placement(s) to develop work based learning skills. The experience of working in a professional environment supports the development of professional and transferable skills, which in turn enhance future employability. Students will have the opportunity to develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives. Thanks to the internship experience, students will apply both theoretical knowledge and practical skills of critical analysis to real world situations within a defined range of contexts to eventually increase their awareness of the social and community contexts within their disciplinary field. This unit will support the development of students as reflective practitioners and potential employees, who are equipped to meet the challenges and opportunities of the design industry. Students will undertake a work placement in industry, while documenting and reflecting upon the critical aspects of their experience in a critically reflective review. Each Student will be visited at least twice by their placement tutor during this unit. Tutorial support sessions can also be booked individually.

Dissertation
The dissertation is the final assessment of the skills acquired by the student, his/her maturity both with regard to the methodological approach and acquisition of the technical and cultural instruments of reference. It consists in the concrete application of theoretical and cultural studies and from a critical approach to research (primary and secondary) on a topic, linked to the final degree project and (eventually, not mandatory) to the internship experience. The dissertation's findings will result in a concrete and well-articulated creative idea ("Degree Project") from which the aspects and stages of the path followed by the candidate appear clear.

Educational Mission of Istituto Marangoni
- to develop flexible approaches to programme delivery and student support which reflect the needs and expectations of our students;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to encourage the development of students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

Programme Learning Outcomes: Framework

Knowledge [K]: outcome of the assimilation of information through learning, set of facts, principles, theories, and practices that are linked to an area of work or study.

Skills [S]: ability to apply knowledge and use know-how to complete tasks and solve problems.

Competence [C]: proven ability to use knowledge, skills and personal, social and/or methodological abilities, in work or study situations and in professional and personal development.

Istituto Marangoni Dubai
Istituto Marangoni Middle East Limited · Dubai International Financial Centre · Gate Village 8
Unit 401 · Level 4 · PO Box 482020 · Licence number CL5911
t +971 (0) 43457176 · dubai@istitutomarangoni.com

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Programme Learning Outcomes

PLO Framework:
Knowledge [K]: outcome of the assimilation of information through learning, set of facts, principles, theories, and practices that are linked to an area of work or study.
Skills [S]: ability to apply knowledge and use know-how to complete tasks and solve problems.
Competence [C]: proven ability to use knowledge, skills and personal, social and/or methodological abilities, in work or study situations and in professional and personal development.

On successful completion of this program the graduate will:

Knowledge:

1. Acquire knowledge on the process of researching: gathering, evaluating, documenting, and effectively applying relevant information in the context of Fashion, Photography and Visual Languages.

2. Develop a critical understanding of different styles, brands, historical periods, trends, and socio-cultural phenomena related to the world of Fashion, by examining its sociological, historical, and anthropological context and evaluating the impact of key drivers of change such as sustainability, globalisation, and digital disruption.

3. Investigate different cultural and visual fields in order to acquire a method of creative multidisciplinary research for multimedia art direction.

4. Gain knowledge of the principles of material science for fabrics and the key manufacturing methods used in the fashion industry.

5. Gain knowledge of the principles of visual merchandising by applying visual display strategies and communication methods for the Retail field

Skills:

1. Demonstrate proficiency in clear and effective communication of fashion visual concepts through a variety of media, including verbal, written, and visual forms, utilising both traditional, digital and multimedia tools and different photographic and video techniques.

2. Demonstrate ability in conducting research, planning a communication strategy and creating a visual project relevant and consistent with the contemporary fashion language.

3. Develop a creative project for commercial or editorial purposes consistent with the visual identity of a brand, its aesthetic codes, imagery and style DNA

Competencies:

1. Demonstrate the ability to generate, evaluate, develop, and effectively communicate fashion styling concepts using both writing techniques and visual tools.

2. Develop the ability to identify and lead all practical and theoretical issues in transforming an idea in a visual outcome exercising problem-solving skills, self-management, time management and organization skills

3. Demonstrate proficiency in utilising ICT tools in order to create fashion styling concepts, editorial projects, fashion movies and portfolios of creative ideas effectively and professionally in line with industry standards.

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4. Develop the ability to create innovative visual projects that meet contemporary trends and the given brief, while incorporating principles of communication, branding and marketing.

Study Plan

Semester	Disciplinary Fields	Lesson Type	Lesson Hours	Study Hours	Total Hours	ECTS	Hours / Credits ratio	Type of Assessment
I/II	Language- General Skills	T	75	175	250	10	25	E
I/II	Language- Fashion & Design Fields Terminology	T	75	175	250	10	25	E
I	Global Culture & Contextual Studies	T	38	88	125	5	25	E
I	Design methods	TP	38	38	75	3	25	E
I	Fine Arts Studies	T	30	70	100	4	25	E
I	Visual Design Workshop	TP	38	38	75	3	25	E
I	Product Workshop	TP	50	50	100	4	25	E
II	Fashion Design Workshop	TP	75	75	150	6	25	E
II	Italian Creative Culture	T	38	88	125	5	25	E
II	Fundamentals of Sustainability in Design	T	23	53	75	3	25	E
II	Entrepreneurial Mindset	T	30	70	100	4	25	E
II	Creative Production	TP	38	38	75	3	25	E
Total			545	955	1500	60		

Year 1

Subject Code	Subject	Credits CFA (ECTS)
ISSC/01	History of Applied Arts	9
ISSC/02	History of Visual Communication	8
ISST/02	Materials Science and Technology	4
ISDC/03	Photography	4
ISME/03	Visual Research 1	4
ISDR/03	Techniques of Visual Communication	4
ISDC/02	Advertising and Consuming Psychology	12
ISST/03	Production Processes	6

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ISSE/02	Foreign Language	4
AA	Free Study Activities	5

Year 2

Subject Code	Subject	Credits CFA (ECTS)
ISSC/01	History and Criticism of Contemporary Design	12
ISSC/02	History of Photography and Photographic Techniques	6
ISDC/06	Layout Techniques	6
ISME/03	Visual Research 2	4
ISDC/05	Corporate Identity 1	6
ISDC/05	Art Direction	12
ISCD/02	Communication Strategies	10
AA	Free Study Activities	4

Year 3

Subject Code	Subject	Credits CFA (ECTS)
ISSU/02	Sociology of Communication	4
ISDC/04	Multimedia Design	12
ISDC/05	Communication Design	8
ISDC/05	Corporate Identity 2	5
ISSE/02	Organization Skills and Enterprise Performance Management	6
ISDC/02	Brand Communication	8
INT	Internship	9
DIS	Dissertation	8

Learning and Assessment Strategy

Programme methods
The programme will present students with a variety of approaches to learning and assessment strategies that will promote intellectual, imaginative, analytical, and critical judgement.
It will allow students to develop understanding as well as their presentation and communication skills, which they will be able to demonstrate in a variety of forms.
A combination of different learning and teaching methodologies are employed to promote reflective learning and develop generic transferable skills.

Methods include:
- projects to encourage independent learning through investigation, enquiry and problem solving;
- group project to enhance interpersonal and collaborative skills;
- tutorials and group tutorials to facilitate shared experiences and best practice;
- seminars, formal lectures, and workshops.
- study, trips, external projects and competitions present students with another dimension to their learning experience;

guest speakers provide students with a full, broader, and real prospective to their specialist field of study.

Assessment methods to support learning
The programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Various forms of assessment are used to test different types of skills and learning.

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Formative Assessment
Formative assessment informs both teachers and students about student understanding at a point when timely adjustments can be made. In formative assessment students could be involved in the assessment process. These formative assessment situations will also give students an opportunity to learn to critique the work of others. Some of the instructional strategies that will be used formatively include the following:
- criteria and goal setting: asking students to participate in establishing what should be included in criteria for success;
- self and peer assessment: With peer evaluation, students see each other as resources for understanding and checking for quality work against previously established criteria.
- student record keeping helps students better understand their own learning curve. This process not only engages students, it also helps them see the progress they are making toward the learning goal.

Summative Assessment
These assessments are a means of evaluating student learning, at a particular point in time, relative to established marking criteria. Summative assessments can occur during, as well as at the end of each subject - concentrating on specific evidence of student work, examples as follows:

- Portfolio Assessment is used to assess a variety of projects that have been developed throughout the subject;
- Practical Coursework allows students to demonstrate their understanding and application of practical areas of study;
- Written Reports are required in some study areas, where a clear and structured brief is provided;
- Formal Examinations;
- Presentations may also be used to allow the student to develop their professional communication and presentation skills.

Attendance
The exams are processes designed to verify the learning outcomes and the knowledge acquired by the students within the single courses.
To gain admission to the exams, students must have attended at least 80% of the hours of lessons scheduled in the study plan for each course. The attendance is verified by the teachers of the individual courses, who will only admit the students who have complied with this requirement to the exams. Should the student fail to reach the required attendance level in one or more courses, they must attend said courses again before they will be allowed to sit the exam and be admitted to the next Academic Year.

Grades
The exams are graded by assigning them marks out of thirty. The minimum mark is 18; The Board can also decide to award an additional merit to students who obtain the maximum mark of 30/30 in the form of the mention "Cum Laude".
Full details on attendance and assessment are explained in the student handbook and in the Academic Regulation.

Career service
The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work.
Monitoring, guidance, and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

Additionally, the Academic Board, by way of a specially appointed committee, will evaluate the contents and commitment in terms of time invested in the traineeship for the purposes of assigning credits. The above-mentioned committee will be responsible for assessing the results, having indicated the methods for doing so to the student before the traineeship commences.
When assessing the traineeship, the committee will be assisted by the teacher who has acted as the student's tutor during the traineeship or apprenticeship activities.

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The traineeship activity is regulated by a specific convention that indicates duration of the traineeship, place where the activities are performed, any payment or reimbursement of expenses, insurance covers, the name of the tutor, indicated by the student and appointed by the Director based on the indications provided by the Academic Board, and the name of the company tutor.

The learning activities performed by the students at other institutes in Italy, Europe, or other countries, which are fruit of activated agreements, will be recognised. The results achieved are evaluated either by the Exam Board, considering the correspondence of the learning activities performed, or by a specific committee appointed by the Academic Board.

Student Support Strategy

Student Support Officers

A dedicated Student Support Officer is available for all students on the programme.

For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties.

A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress.

For matters of pastoral care the Student Support Officers will help in:
- finding their way around;
- managing their time;
- dealing with stress;
- getting the best from their course;
- understanding and applying the school's rules;
- anything else the officers can advise on.

One-to-one appointments may be made by phone, in person (by contacting reception) or by email. Where possible students can expect to be seen almost immediately or contacted to arrange a suitable time.

Student Evaluation

Student feedback is essential to the programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies.

Istituto Marangoni gathers student opinion in a variety of ways, which may include the following:
- informal contact with Programme Leader and subject Tutor, and through appointments with academic staff;
- end of Course Evaluation;
- end of academic year online questionnaires where students will be invited to reflect on their overall experience in their school.

Istituto Marangoni would prefer that on most occasions students be identified when giving constructive feedback on the course and teaching methods. There might be occasions when it is not appropriate and Istituto Marangoni recognizes this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected.

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