Course unit title:	**Styling and Image Making**				
Course unit code:	AFDI 301				
Type of course unit:	Required				
Level of course unit:	BA				
Year / Semester of study:	3 (1st semester)				
Number of ECTS credits allocated :	6	Lectures p/w:		Labs p/w:	3
Instructor(s)	Nicolas Lambouris				
Aim of the Course	**Aim of the course and core objectives are:** ▪ Identify the impact and contribution of styling in contemporary culture ▪ Develop an understanding of styling as a powerful mediator in the visual language of fashion, media and branding ▪ Distinguish between image making and styling as two separate, yet intertwined entities ▪ Demonstrate an understanding of the financial, cultural, social, historical, political, artistic and commercial aspects which govern issues of styling and image making ▪ Demonstrate a critical analysis of the personal image and style, as a form of expression of identity ▪ Examine the parameters of styling (trends, clothing, accessories, vibe, fashion, visual style) and relate these to image making concerns (color, composition, texture, form, proportion, line, contrast) ▪ Develop a conceptual proposal in fulfilling a simulated client brief (such as fashion editorial or branding image)				
Learning outcomes of the course unit:	**Students should be able to:** ▪ Identify the impact and contribution of styling in relation to fashion, fashion design, art direction, digital and print publications, art and design, retailers and advertising. ▪ Locate the creative exchange between the object of representation and the subject itself. ▪ Determine the mechanisms engaged in image production and the significance of stylistic decisions attached. ▪ Demonstrate the ability of utilizing complex visual references, stylistic approaches and visual elements in constructing a statement, a concept, a message or an identity ▪ Examine a wide range of styles and be able to appropriately apply these visual definitions accordingly				

	▪ Develop an aesthetic vision, indispensable in understanding, absorbing, and generating an innovative visual concept within the fashion world. ▪ Develop theoretical, critical and practical skills in relation to styling and image making, in the context of specific industry projects.

Prerequisites:	None	Co-requisites:	None

Course contents:	• Introduction to Styling: an investigation of Styling as this is applied in fashion, art direction, media and popular culture. Styling will be investigated as a powerful visual tool in communication and contemporary culture. Issues of historical representation, fashion and styling, media institutions, visual self-representation and power, will be analyzed through a series of visual examples. • The relationship between Styling and Image: an in-depth analysis on the distinct mechanisms involved in Image Making and Styling. The course initiates the exploration of color, texture, form, proportion, and available visual mediums in the production of an image; while at the same time issues of communication, symbolism, style and historical visual context are analyzed in correlation to the single image. The image then, is examined and discussed in relation to style and style concept. The course explores the concept of changing or shifting the 'reading' of an image through the use of garments, fashion design, accessories, visual style and vocabulary, and their contextual significance. • An examination and study of a wide range of stylistic manifestations – urban street style, haute couture, magazines, fashion and advertising photography, music and music video, film, art, social media etc.- and the impact of styling and image in relation to market and consumer needs. An in-depth analysis of how the expression of style is also an indicator of technological, cultural, social, political and financial parameters. • Styling and Image Projection. Examination of the imagery of human expression and its relationship to race, region, medium, social group and brand imagery. The relevance of creating a stylistic approach for a fashion brand through the careful construction of identity and personality. • Styling and Image Making: from concept to production. Issues to be examined are: the formulation of a visual concept, the importance of research, creating a mood board, searching for appropriate material and set props, identify and apply trends and production considerations. The use of styling and image in creating content for specific audience, publication or client.

Recommended and/or required reading:

References:	1. This Business Called Image: An Owner's Manual. Gillian Armour. CreateSpace Independent Publishing Platform, 2012 2. Fashion and Psychoanalysis: Styling the Self (International Library of Cultural Studies). Alison Bancroft. I. B. Tauris, 2012

	3. Fashion and Art. Adam Geczy, Vicki Karaminas. Bloomsbury Academic, 2012
	4. Extreme Beauty: The Body Transformed (Metropolitan Museum of Art Series). Harold Koda. Metropolitan Museum of Art, 2004
	5. Identities Through Fashion: A Multidisciplinary Approach. Ana Marta Gonzalez, Laura Bovone. Bloomsbury Academic, 2012
	6. Dysfashional. Luca Marchetti, Emanuele Quinz. Actar, 2007
	7. Vogue Model: The Faces of Fashion. Robin Derrick, Robin Muir. Little, Brown Book Group, 2010
	8. MasterMind: Art Direction, Fashion Styling, and Visionary Photography. Workshop Ltd Viction. Victionary, 2011
Planned learning activities and teaching methods:	The course includes lectures addressing the issues involved in image making and styling. Visual references and examination of real-life projects will instigate in-depth discussion on the impact and influence of styling in fashion, art and design as this is manifested in contemporary imagery. In addition short exercises and tutorials will further enhance the students' technical capacity in relation to creating a mood board, conducting research within the appropriate arena, collecting and utilizing the necessary tolls and materials. In negotiation with the tutor, students are expected to formulate and produce a conceptual styling and imaging project. This will be supported throughout the coursee by lectures and group tutorials.
Assessment methods and criteria:	- Styling and Imaging project 50% - Research, Methodology & Technical Skills 20% - Creative/Inventive project approach 20% - Class Participation/activities 10% - Presentation: 10% - Total: 100%
Language of instruction:	English
Work placement(s):	No