

Course Title	FASHION STYLING & IMAGE			
Course Code	FDI301			
Course Type	Required			
Level	Bachelor			
Year / Semester	Year 3 / Semester 5			
Teacher's Name	Nicolas Lambouris			
ECTS	6	Lectures / week	2	Laboratories / week 1
Course Purpose and Objectives	<p>Aim of the course and core objectives are:</p> <ol style="list-style-type: none"> 1. Identify the impact and contribution of styling in contemporary culture 2. Develop an understanding of styling as a powerful mediator in the visual language of fashion, media and branding 3. Distinguish between image making and styling as two separate, yet intertwined entities 4. Demonstrate an understanding of the financial, cultural, social, historical, political, artistic and commercial aspects which govern issues of styling and image making 5. Demonstrate a critical analysis of the personal image and style, as a form of expression of identity 6. 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) 7. Develop a conceptual proposal in fulfilling a simulated client brief (such as fashion editorial or branding image) 			
Learning Outcomes	<p>Students should be able to:</p> <ol style="list-style-type: none"> 1. 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. 2. Locate the creative exchange between the object of representation and the subject itself. 3. Determine the mechanisms engaged in image production and the significance of stylistic decisions attached. 4. Demonstrate the ability of utilizing complex visual references, stylistic approaches and visual elements in constructing a statement, a concept, a message or an identity 5. Examine a wide range of styles and be able to appropriately apply these visual definitions accordingly 6. Develop an aesthetic vision, indispensable in understanding, absorbing, and generating an innovative visual concept within the fashion world. 7. Develop theoretical, critical and practical skills in relation to styling and image making, in the context of specific industry projects. 			

Prerequisites	None	Required	None
Course Content	<ol style="list-style-type: none"> 1. 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. 2. 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. 3. 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. 4. 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. 5. 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. 		
Teaching Methodology	<p>The taught part of the course is delivered through lectures and visual presentations. Extensive project briefing, analysis and visual examples are part of the content. Through in-class practical design workshops and short exercises, students are encouraged to experiment and expand their creative vision. Group critiques of student's work allow for a thorough examination of the class progress, whilst at the same time student receive acute feedback on their work. Creative use of computer design software, along with alternative creative methods and mediums (photography, sketching, drawing etc.) students are further guided in developing their work. The e-learning site of the course also is a vital tool in the course as besides the various references available, the students can download presentations of lectures from the class.</p>		
Bibliography	<ol style="list-style-type: none"> 1. Arnold, R., <i>Fashion, Desire and Anxiety: Image and Morality in the Twentieth Century</i>. Rutgers University Press, 2001. ISBN: 9780813529042 		

	<ol style="list-style-type: none"> 2. Bancroft, A., <i>Fashion and Psychoanalysis: Styling the Self (International Library of Cultural Studies)</i>. I. B. Tauris, 2012. ISBN: 9781780760049 3. Derrick, R., Muir, R., <i>Vogue Model: The Faces of Fashion</i>. Little Brown Book Group, 2010. ISBN: 9781408702536 4. Geczy, A., Karaminas, V., <i>Fashion and Art</i>. Bloomsbury Academic, 2012. ISBN: 9781847887832 5. Gonzalez Marta, A., Bovone, L., <i>Identities Through Fashion: A Multidisciplinary Approach</i>. Berg Publishers, 2012. ISBN: 9780857850584 6. Koda, H. <i>Extreme Beauty: The Body Transformed (Metropolitan Museum of Art Series)</i>. Metropolitan Museum of Art, 2004. ISBN: 9780300103120 7. Marchetti, L., Quinz, E., <i>Dysfashional</i>. Bom Publishers, 2007. ISBN: 9788493487997 8. Victionary, <i>MasterMind: Art Direction, Fashion Styling, and Visionary Photography</i>. Workshop Ltd Viction. Victionary, 2011. ISBN: 9789881943866 9. Werner, T., <i>The Fashion Image: Planning and Producing Fashion Photographs and Films</i>. Bloomsbury Visual Arts, 2018. ISBN: 9781474240888
Assessment	<p>Students' research, visual experimentation, and methodology during the semester & the two main projects is graded as follows:</p> <ul style="list-style-type: none"> ▪ Research, Methodology 20% ▪ Creative/Innovative Visual approach 20% ▪ Visual Experimentation & Project Work 40% ▪ Class Participation 10% ▪ Presentation 10% ▪ Total: 100% <p>The two main semester projects carry a grade weight as follows:</p> <ul style="list-style-type: none"> - Styling & Image Project 01: 50% - Styling & Image Project 02: 50%
Language	English