

2nd Edition

STYLING IN FASHION AND SOCIAL MEDIA

Summer Courses 2018
Introductory level

Calendar: from July 2nd to July 27th of 2018

Timetable: Monday to Friday, from 9.30am to 2.30pm

Language: English

Structure:

July 2nd: Opening ceremony and beginning of lessons

July 27th: Diploma award ceremony

Some of the complementary activities might be organised out of school schedule, noticing beforehand to the students.

For courses taught in English, an intermediate level is required, corresponding to TOEFL 450 (PBT) or IELTS 5.0.

Introduction

The fashion industry is one of the cultural and economic engines of European companies, from the luxury sector to retail distribution, and there are many professionals who contribute their knowledge and capacity for work to help create, present and promote the products designed by this sector. Fashion styling has been acquiring a fundamental role over the past years as a solid and indispensable support to designers, who find new aesthetic formulae thanks to it. In addition to this, it is a must when presenting products whether in fashion shows, catalogues, shop windows or points of sale, not to mention that it is the main creative foundation for specialised fashion publications to work each season.

It is increasingly important for styling content to be created by people who have a great impact on the social networks and to know how essential this environment is today.

Once the background on culture and aesthetics is implemented, the course in Fashion Styling starts to deepen into the practical aspects, starting on differentiating style by sector, from luxury to sports, to end creating looks linked to the needs and exigencies of each sector and each project, from trends forecast, analysis of collections and themes, editorial proposals for specialised publications and real shootings.

The Summer Course in Fashion Styling offers a broad, in-depth, specialised view of all the elements required to produce a styling project.

Objectives

- Professionalise the knowledge in style and form so to prepare students to interpret the constant innovations created by the sector.
- Understand the various implications of version 2.0 of the styling world and its trends.
- Apply this information to the production of one's own content, which can be adapted to several style projects.
- Comprehend, plan, manage and solve every stage until an idea is fulfilled.

Methodology

The course combines theoretical and practical areas. The first part of the course is devoted to provide an in-depth knowledge of fashion. Stylists always work with products designed by fashion creators. For this reason, it is necessary to perfectly understand their work since both the products and the themes to be worked on each season depend on this knowledge. To properly understand the complex inspirations that designers work with today, the students take a variety of courses on the different segments of the fashion world, the most outstanding designers, contemporary iconography, and historical references. Get to know about the main pioneers of the styling world version 2.0, how they work and how they create content of this kind. These classes include projections of visual documentation with teacher's comments.

The second part is dedicated to performing practical projects that will always be started and revised in class individually to be finished at home for its following presentation in class. Both parts are in

combination with several lectures from working professionals who will not only give a broad presentation of their specialisation, but also explain their experiences and projects. The course concludes with a practical exercise and a real shoot where the students will demonstrate their skills, knowledge and the resources they have acquired under the guidance of several professionals.

Skills Acquired

- A knowledge of the cultural factors related with fashion.
- An ability to create concepts for collections using creative processes
- A knowledge of the role of styling in each of the fashion systems: Haute Couture, prêt-à-porter, street wear and retail.
- An introduction to fashion and styling version 2.0.
- An ability to propose and resolve style-related topics, focusing on fashion editorials and other graphic formats and communications media.
- A knowledge of the tools needed for a styling project.

Student profile

Fashion professionals, graduates in fine arts, graduates in communications, as well as all those who want specialise and professionalise their knowledge of style. Lovers of fashion and styling version 2.0.

Admission requirements

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- ID (Spanish students) or Passport (international students) scanned
- Diploma (minimum studies required: High school) scanned
- Motivation Letter in the course's language
- CV in the course's language specifying languages level and computer skills
- Advanced knowledge of Spanish or English as appropriate. For courses taught in English requires an intermediate level, corresponding to a paper TOEFL 550 or IELTS 6,5. For courses in Spanish requires a level B2. In case you don't have any qualification, it will be necessary to assess your level through an in-person or Skype interview

Career options

Depending on their previous knowledge and their individual abilities, the students who complete this course can follow a variety of career paths.

Our aim is to be able to train a fashion stylist who is responsible for giving advice on style-related topics to all kinds of companies in the fashion world in the following specific areas:

CONSULTING: Stylists implement and strengthen the essential initial creative core when developing collections by providing their input on style.

FASHION SHOWS: They create the most appropriate, up-to-date, complete looks to show off and communicate the collection. They consolidate proposals, select and search for accessories, collaborate with the casting selection process, and art direction, and also contribute ideas on beauty (hairstyles and make up for the presentation).

LOOKBOOKS, CONVENTIONS AND MISCELLANEOUS PRESENTATIONS: Stylists are responsible for demonstrating different ways of combining the clothes and accessories in their clients' collections in a way that makes the product more visible and attractive. This can be for in-company shows, conventions, stands at fairs, etc.

CATALOGUES, ADVERTISING CAMPAIGNS AND LOOKBOOKS: Stylists, in conjunction with the sales team, decide which articles should be promoted and highlighted and show them off in the most attractive manner. They are also present at photo shoots to bring their proposals to life in situ and cooperate in the casting selection process, art direction and the work of hairdressers and make-up artists.

SPECIALIST PUBLICATIONS: Stylists and a team of people draft fashion editorials and cooperate with other sections to explain the season's trends and their personal artistic vision of the fashions of the moment. They may also be responsible for other sections related with selecting and exhibiting products and style-related topics, such as still lives, shopping suggestions, recommendations, style guides, shopping guides, etc.

WINDOW DISPLAYS AND VISUAL MERCHANDISING: They can take on projects to promote and exhibit products if, as well as styling, they have the technical knowledge for creating window displays and visual marketing (in-store product placement). This is a field in which mastering styling topics and trends is as important as the technical implementation and decision-making skills.

ADVERTISING: Fashion stylists can also redirect their work to advertising styling which, although it often does not require a great deal of style-related content, does require professionals who are used to working with clothing and accessories and creating looks that define the personalities assigned to perfection.

SHOW BUSINESS. They can also work on creating the wardrobe for video clips, which are often strongly related to fashion. Also, if they acquire more specific knowledge, they can develop costuming proposals for the cinema and theatre.

IMAGE CONSULTANT AND PERSONAL SHOPPER: They can offer individual clients customised advice and help them to improve and define their style, both for everyday wear and special occasions.

Course program

CULTURAL AREA

With its humanistic character, this area introduces the students to the cultural and social factors that are related with styling.

Manipulation & Creativity

A search for cultural references in fashion and art to develop a creative sketchbook and manipulate a piece of clothing (customise it). Analysis of the different silhouettes in the history of fashion. The students choose a trend and a decade in the 20th century that they use as a concept for creatively manipulating a piece of clothing or an accessory.

The fashion system

A review of the main characteristics of the segments that make up today's fashion world, Haute Couture, prêt-à-porter, street wear and retail, and the role of styling in each of these segments.

Historical references

The major events in the history of fashion and the contemporary aesthetic at the time.

Contemporary iconography and urban tribes

A review of the main present-day and historical references in films, music and contemporary urban movements as style catalysts and sources of inspiration for the work of designers.

History of photography

Photographs and designers have been the main producers of fashion images throughout history and many continue to be reference points today.

A review of the great masters and the greatest exponents of photography.

Colour & prints & trends

A number of Trend Tours will be organised to independent shops/workshops in Barcelona, especially in the Barrio del Born.

A coolhunting exercise will then be held with all the data obtained from the visits.

TECHNICAL/PRACTICAL AREA

Fashion styling

All the elements that today make up the complex process of fashion styling, from interpreting the work of the designers, trends and specialist publications to arriving at a proposal and presenting a solution for style-related topics, with a focus on fashion editorials and other graphic formats and communications media. The theoretical classes are essential so as to be able to properly implement the practical sessions. The practical sessions will also be supplemented by talks and workshops in which the students will gain an in-depth knowledge of certain aspects, such as the fashion press and presenting and promoting a project.

Audiovisual styling

A look at the work of the stylist in the advertising media and the video clip world.

Show business styling

A look at the work of the stylist in the theatre, cinema and dance.

Visual merchandising

Style as applied to fashion points of sale, from the display window to product placement inside the store.

Fashion communication

Communication focusing on how the Internet and the social networks have changed the rules of the fashion communication game.

Strategies for social networks: The special features of each social network: its advantages, definition of objectives, implementation and management of social networks, success stories.

Trends in e-commerce and how the social media support them: Instatorials, lookbooks for e-commerce.

Styling 2.0.

Fashion forecasting through 2.0 apps.

Learning outcome: go further than social media like Instagram and learn how to use not only Polyvore but also Pose and other apps.

Editorials and catalogues need a lot of work when it comes to web and Social Media: the screens change colours and also require other capacities and ways to transmit textures.

e-shops: how they work? Percentages and their lookbooks online

Fashion world 2.0.

Setting up your digital portfolio.

You learn to use digital tools and how to create a blog/site where you can display your work.

- Social Media & Digital influencers: How social networks are shaping the fashion industry
- Fashion Brand Success Cases
- Digital influencers. Who is who in the fashion scene – It girls, bloggers, editors, fashion consultant, street style photographer and models
- Celebrities & Brands: Why do brands team up with this new influencer
- Stylist, actresses and influencers
- Nethunting: find all your fashion sources online.
- Invite a blogger from Barcelona to give a talk about their experience

2.0 & Social Media

Styling on the social networks. Creation, management and examples of this type of content.

Image consulting

Introduction to the world of beauty: hairdressing and make-up as a way to emphasise the image, round out the strength of a look and set a style.

PROJECT AREA

Throughout the course, under the supervision of the teaching staff, various practical projects will be carried out in which the students will be able to demonstrate their skills and competencies as well as express their concerns and get answers to their questions.

Graphics in fashion

The contribution of graphic design to good project presentation

Shooting

At the end of the course each group of students will shoot a proposed styling with a model and the assistance of a professional photographer.

This work will be accompanied by a report explaining the concept of the styling. The proposal will be presented orally with the photos taken in the school's photographic studio.

Course coordinator

Each summer course has the advice of a specialist in the field, who plays an active role in developing the study plan and the content of the course in cooperation with the Masters' teaching methods department. The coordinator also assists in the hiring of specific teachers from the sector, as well as relations with companies and institutions in the course's knowledge area.

Jaume Vidiella

Fashion and beauty editor. Graduate in fashion design He merges his activity in fashion publishing with styling, and teaching on subjects regarding style and trends. He collaborates with several companies such as El Corte Inglés, Armand Basi, Colcci, Escorpión and publications and usual collaborator of magazines, like Vanidad, El Magazine de La Vanguardia, Vein, style websites such as Centro moda on line and also of designers such as El Delgado Buil, and artists like Carles Congost, as well as with institutional projects such as O80 and Modafad. (www.jaumev.com)

Teachers of the previous edition

Angela Anessi

Social media manager and content creator for Cortana, www.cortana.es, and community manager and content editor at Runroom. Prior experience as an account executive, communication supervisor and community manager.

Brand development using digital strategy definition and social media management for lifestyle brands. An enthusiast of social networks, online and offline communication, branding and the latest consumer trends. Author of the blog A Fresh Focus.

Mireia González Lara

Fashion designer and stylist, a specialist in fashion history and avant-garde fashion. A trend analyst continually researching new manifestations of the fashion market.

She works as a consultant for companies and fashion schools. She is currently combining her professional projects with courses on fashion topics and trends at various schools in Barcelona.

Alfonso Mújica

Artist and graphic designer.

He studied graphic design at the Escola Illa in Sabadell.

He has worked for 12 years as a designer with agencies and studios. He manages the shop "el chalet de los alpes", which shows the work of young fashion designers As an artist he has shown at festivals such as Bac (Barcelona Contemporary Art Festival), at galleries such as N2 in Barcelona and the Envoy Gallery in New York City, and has taken part in the show "NULLA DIES SINE LINEA", Contemporary Spanish Drawing, in Berlin, Seoul and Chicago. As a teacher, he gives drawing classes and project presentations at fashion and styling schools. (www.sitomujica.com).

Rafit Noy

A graduate of Acces Media Makeup in 1996 and the London College of Fashion in 2000. She worked at Mac Cosmetics in London for 4 years on shows for Alexander McQueen and Thierry Mugler. She is currently working in advertising for Freixenet, Antonio Banderas and Martina Klein, and on campaigns for Nike, Adidas, Nestle, CocaCola and magazines, including ID, Vanidad, Dazed and El País.

Anna Tomás

Degree in journalism from the Universitat Autònoma de Barcelona, master in marketing and communication from the Université Catholique de Louvain, postgraduate in styling and fashion photography from La Cambre (Brussels). Freelance journalist for La Vanguardia, Lonely Planet Traveller, Men's health, Marie Claire, Grazia Italia. Stylist for Grazia Italia and Vogue Italia.

Tatèl Velásquez

A committed young communications professional with a global vision.

She collaborates on writing articles for the Absolut Vodka website.

She joined the Emailing Network team to lead the project

Avenida Outlet.

She plans the social media strategy for the Ofertix.com community.

She is the Community manager and a blogger for Trendycrew.

Flora Ximenis

She graduated from the University of Southampton in fashion design in 1996 (Esdi).

In 1995 she won the 1st prize in the Smirnoff Fashion Awards. She works on the topic of trends at CIDIT.

In 2004 she created the young creator collection "tienda candela y espacio de jóvenes creadores" for Modafad.

She manages two shops of her own in Barcelona.

She lectures at IED on the Master in Fashion Design, Trends & Coolhunting and is a thesis adviser for a new printing project.

The management of the Istituto Europeo di Design reserves the right to alter the syllabus depending on the needs arising about the educational objectives.