STADIO

SCHOOL OF FASHION

THE PRINCIPALS OF
STYLING

SHORT LEARNING PROGRAMME
ONLINE ASSISTED

FORMERLY

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THE PRINCIPALS OF
STYLING

SHORT LEARNING PROGRAMME | 14 WEEKS | ONLINE ASSISTED

CAREER OPPORTUNITIES

- PERSONAL STYLIST
- WARDROBE, FILM OR PRODUCTION STYLIST
- CORPORATE STYLING

- EDITORIAL OR PHOTOGRAPHIC STYLIST
- RUNWAY STYLIST
- MERCHANDISING STYLIST

MODE OF DELIVERY - ONLINE ASSISTED

Saturdays from 09:00 - 12:00

DESCRIPTION

This 14 lesson course provides students with a foundation in the essential elements and principles of Fashion Styling. This course is for you if you have a love for fashion, beauty and the creation of various 'looks'.

We have adapted this course to be an online learning experience with the assisted guidance of a dedicated facilitator. Classes will be presented online, weekly at scheduled times. You will also have a weekly check-in with your facilitator.

STADIO SCHOOL OF FASHION IS THE ONLY INTERNATIONALLY ACCREDITED FASHION SCHOOL IN SOUTH AFRICA!

OUTCOMES

You will learn the principles and practices that underpin fashion styling:

- Contemporary trends & style identity
- Colour, shape & proportion
- Visual research methodology
- Interpreting a theme
- How to practically apply styling concepts within a variety of contexts
- Creating a storyboard
- Presentation & layout techniques

ON COMPLETION OF THIS COURSE YOU WILL BE ABLE TO

Comprehensively research current trends and create visual storyboards for a variety of fashion contexts.

ADDITIONAL OR SPECIFIC ADMISSION REQUIREMENTS

Age 16 and above, some background or understanding of Fashion Design/ Fashion Industry will be beneficial in understanding the course material.

ARTICULATION POSSIBILITIES

Successful completion of this short course can be included to your portfolio of evidence for RPL consideration.

COURSE KITS + SPECIALISED EQUIPMENT

No course kits are required, but a Personal Computer with reliable internet will be required to successfully attend each class.

> "
> ## FASHION HAS ALWAYS BEEN A REPETITION OF IDEAS,
> ## BUT WHAT MAKES IT NEW IS HOW YOU PUT IT TOGETHER.
>
> ### Carolina Herrera
> "

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MODULE DESCRIPTIONS

MODULE 1 – INTRODUCTION

Introduction to library resources:
- WGSN (registration & navigation)
- Books & Magazines

Get to know you: questionnaire

Collage exercise

MODULE 2 – INTRODUCTION TO DIFFERENT TYPES OF STYLISTS, FASHION TERMS AND STYLING BASICS

INTRODUCTION TO DIFFERENT TYPES OF STYLISTS
- Career opportunities for a stylist
- Roles and skillsets for different creative styling industries
- Personal styling
- Editorial styling
- Wardrobe styling
- Commercial styling
- Corporate styling
- Catalogue styling
- Show styling
- Photographic styling
- Merchandise styling
- The different career opportunities for the fashion stylist.
- Understand the various skillsets required for a stylist.
- Understand the various roles styling plays in different creative industries.

FASHION TERMS AND STYLING BASICS
- Define fashion terminology used in the fashion industry; in particular, the styling industry and various styling roles.
- Understand various styling concepts and the roles and functions of a stylist in the career of styling.
- Understand overall fashion terminology in the context of Styling and the creative world of work.
- Identify and/ or apply their understanding of fashion terminology within practical fashion contexts.

INTRODUCTION TO POWERPOINT AND STYLE
- Introduction to PowerPoint
- Learn how to use PowerPoint
- How to scale, resize, copy and paste images
- Students are introduced to what their style is
- Students create a sense of who they are
- Students learn more about their style icon by research

MODULE 3 – HISTORY OF SILHOUETTE, SHAPE AND ANALYSIS
- Identify Contemporary and Historical references in styling
- Understand the Contemporary and Historical References in Fashion Styling
- Understand the shape of garments from past eras
- Identify working details from past eras
- Discuss historical refining in styling from 1910-2000+

MODULE 4 – HISTORICAL FASHION: REFERENCE IN STYLING
- Identify Contemporary and Historical references in styling
- Understand the Contemporary and Historical References in Fashion Styling
- Discuss historical refining in styling from 1910-2000+
- Introduction the fashion styles from the past
- Differentiate past style from eras
- Introduce important events (historical) that influenced fashion

MODULE DESCRIPTIONS CONTINUED

MODULE 5 – EVENT 1 BRIEFING

SSLT1D_FF1 BRIEFING: Fashion Awareness Research
• Briefing of Event 1 (40% of course mark)
Part A– Class projects and activities File
• Students will be required to complete a number of activities and projects after each lesson in order to reinforce the concepts covered in each lesson.

Part B – Fashion Awareness Research
• The assessment aims to promote student accountability and management of learning as well as the development and retention of fundamental knowledge within the field of styling for fashion. It also serves to evidence your overall level of competency for certification purposes at the end of the course.

On completion of this event you must demonstrate that you are able to:
• compile a comprehensive course file that is professionally organized according to a set of specifications
• successfully complete:
• all formative class exercises as specified in annexure 1
    • research of ONE prescribed era of fashion history as specified in annexure 2
    • research of TWO contemporary catwalk collections as specified in annexure 2

MODULE 6 - PERSONAL STYLING: FACE SHAPES

• Identify and define different face shapes.
• Style according to different face shapes i.e. choices for the neckline
• Accessorise each face shape i.e. selection of accessories and hairstyle to suit various face shapes.

MODULE 7 – PERSONAL STYLING: BODY SHAPES

• Identify and analyse all body shapes
• Style according to the different body shapes
• Understand the impact styling has on shape, perspective and fashion

MODULE 8 - INTRDODUCTION TO EDITORIAL STYLITSTS AND STYLING FOR PHOTOSHOOTS

• Introduction to Editorial fashion stylist
• Styling an editorial photoshoot
• Styling activities to be implemented
• How to use different styling techniques for different face shapes and body shapes
• Concepts and themes
• Instagram
• Flat layout
• Students are advised to start an Instagram page if they do not already have one

MODULE 9 - MOODBOARDS AND STREETSTYLE

• Exploring the street style genre
• How to achieve the 'street style look' (layering, playing with colour, patterns, embellishments, simplicity and inspiration)
• History of street style
• Difference between a collage and a mood board
• Learners will plan their presentation of their mood boards in class
• Understand what street style is
• Be able to successfully analyse an individual in terms of face and body shape and put a 'look' together for them
• Understand what a mood board is

MODULE DESCRIPTIONS CONTINUED

MODULE 10 – EDITORIAL PHOTOSHOOT

- SSLT1D_FF1 BRIEFING: Photoshoot Activity
- Students to be briefed on their photoshoot activity and start working work on their
- Editorial Photoshoot Planning. This activity forms part of the FF1 brief.

MODULE 11 - COLOUR ANALYSIS AND TRENDS

- Introduction to different stylists.
- Colour analysis?
- What colours work for your skin tone.
- Colour theory Introduction to personal fashion style.
- Theory on personal stylist.
- Theory on celebrity stylists.
- Introduction to trends.
- What is a trend.
- How to identify a trend?
- What colours work for your skin tone.

PRESENTATION OF WEEK 8 - INSTAGRAM PAGE

MODULE 12 - COLOUR ANALYSIS AND TRENDS

- In this lesson, learners are exposed to real world examples and concepts of communication through clothing.
- Learners will gain valuable knowledge about the various types of Archetypes and their meaning as a universal symbol in order to practically use the style concepts of a fashion personality in order to style various types of looks.
- Dissect the six main style personalities in fashion.
- Understand the definition and meaning of an archetype.
- Understand how this knowledge can be used as a tool for coding and communication through clothing when styling different types of people.
- Use archetypes as a tool that can be used in communicating through clothing.
- Understand that the task of the fashion stylist is to communicate a message or story, theme or trend though clothing, accessories, hair and make-up
- Understand and apply practices of visual merchandising in a real-world format adding necessary skills for career development.

MODULE 13 - PRESENTATION OF EDITORIAL PHOTOSHOOT AVCTIVITY

Present Homework activity from week 10 - Fashion editorial photoshoot

SSLT1D_FF2 BRIEFING: Commercial Styling for the Printed page

- Brief: Event 2 Commercial styling for the printed page (60% of course mark)

On completion of this two-part project students should demonstrate that they can:

Part 1

- establish the context of working criteria that includes visual research and analysis
- explore the basic methodology behind decoding and editing visual inspiration sources
- recognize the fundamentals of the process of developing a basic core concept, conducting visual research and translating that research into appropriate design elements

Part 2

- create a coherent storyboard for the printed page using both visual and text elements that illustrate a contemporary commercial fashion trend
- create a coherent fashion look for the printed page using both visual and text elements that illustrate a fully styled commercial retail ensemble related to a documented fashion trend
- effectively apply elementary design and formatting principles

MODULE DESCRIPTIONS CONTINUED

MODULE 14 – COMMERCIAL STYLING FOR THE PRINTED PAGE

- Students are given time to work on completing Event 2: Commercial styling for the printed page
- SSLT1D_FF1: Fashion Awareness Research SUBMISSION
- SSLT1D_FF2 : Commercial Styling for the Printed page SUBMISSION

SPECIFIC REQUIREMENTS

MINIMUM SYSTEM REQUIREMENTS:

- **Wi-Fi: Reliable broadband Internet access (Wi-Fi is available on all of our campuses, but you may prefer access from home as well)**
- **Web browser: Chrome/Safari/Opera/FireFox**
- **Computer/Laptop: A current Windows or Apple Mac computer/laptop capable of running the Office 365 software. Office 365 includes Word, Excel, PowerPoint and Outlook**
- **PDF Viewer: The free Adobe Acrobat software.**
- **Scanning documents: Ability to scan and upload documents (typically from your cellphone or smartphone)**
- **Email/cellphone for notification and communication**
- **Communication: A cellphone or smartphone for receiving notifications and communication (additionally WhatsApp is recommended for collaborating in student groups)**

ACCESS TO TECHNOLOGY:

STADIO School of Fashion uses its ONLINE student administration and learning environments to provide students with materials and resources, to conduct online assessments, create discussion opportunities and render a range of administrative services.

Therefore, having continuous access to the above ONLINE facilities is essential for efficient communication, learning and success.

PLEASE NOTE

STADIO School of Fashion reserves the right to make course adjustments which might affect the course modules or duration of the course.

Course start dates are subject to reaching minimum intake numbers and dates and might be adjusted.

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WHATSAPP TO APPLY
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