UNIVERSITI TEKNOLOGI MARA

ADE464: PROFESSIONAL FASHION STYLING

Course Name (English)	PROFESSIONAL FASHION STYLING APPROVED
Course Code	ADE464

MQF Credit	3

Course Description	This course in Fashion Styling is an elective course designed to provide students with the understanding of how to start a career styling for private clients, corporate, catwalk, photo shoots, makeovers, magazine editorials and commercial. Through methods of research, presentations, practical tasks, assignments, lectures and discussions (seminars) students will learn how to develop styling concepts, deal with clients, plan together looks for photo shoots, create make-up look and hair styles and also write articles for the media. This course is designed to provide students with an overview of all aspects of fashion styling.

Transferable Skills	Organizational Teamwork

Teaching Methodologies	Lectures, Field Trip, Practical Classes

CLO	CLO1 Explain the development of fashion styling during the 20th century up to the millennium. CLO2 Debate the theory aspects of fashion styling for the fashion industry. CLO3 Display the practical aspects of fashion styling for the fashion industry

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to Fashion Styling: 1.1) Objectives of subject / course 1.2) Role of course in relation to other subjects 1.3) Course learning processes: lectures, discussions, presentation
2. The fashion stylist 2.1) What is fashion styling 2.2) Aspects of the job 2.3) A career in fashion styling
3. Essential research 3.1) Fashion awareness 3.2) Fashion communication and culture 3.3) Fashion referencing
4. Media and PR 4.1) Fashion PR 4.2) Building media relationship
5. Sector within styling 5.1) Editorial styling 5.2) Commercial styling 5.3) Still-life styling 5.4) Personal styling
6. Developing ideas and concepts for photo shoots and productions 6.1) Working with a team 6.2) Personal styling 6.3) Inspiration and development 6.4) Casting the model 6.5) Locations

7. Sourcing clothes 7.1) N/A
8. Props and set design 8.1) N/A
9. The photo shoot in production: Production planning 9.1) N/A
10. The photo shoot in production: Final brief and testing 10.1) N/A
11. Day of the shoot – Project 11.1) N/A
12. Editing photographs: Post-production and layout 12.1) N/A
13. Fashions in motion: Styling for the internet 13.1) Online blogs and magazines 13.2) Catwalk shows and events 13.3) Fashion Film
14. Collaboration and connection 14.1) Working with other industries 14.2) Celebrity endorsement

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Idea presentation	30%	CLO1
	Case Study	Styling trend	30%	CLO2
	Group Project	Display set up	40%	CLO3

Reading List	This Course does not have any book resources
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources