



UNIVERSITI TEKNOLOGI MARA

EAD466: FASHION STYLING

Course Name (English)	FASHION STYLING APPROVED
Course Code	EAD466
MQF Credit	2
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	Styling Creative Management
Teaching Methodologies	Lectures, Blended Learning, Practical Classes, Presentation
CLO	CLO1 Define the development of fashion styling during the 20th century up to the millennium. CLO2 Identify the theory aspects of fashion styling for the fashion industry. CLO3 Identify the practical aspects of fashion styling for the fashion industry.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Fashion Styling: 1.1) n/a	
2. The fashion stylist: 2.1) n/a	
3. Essential research: 3.1) n/a	
4. Media & PR 4.1) n/a	
5. Sectors within Styling 5.1) n/a	
6. Developing ideas and concepts for photoshooting 6.1) n/a	
7. Sourcing Clothes 7.1) n/a	
8. Props and Design 8.1) n/a	
9. Production planning 9.1) n/a	
10. Final Brief and Testing 10.1) n/a	
11. Photoshooting 11.1) n/a	

12. Post Production & layout 12.1) n/a
13. Fashion in motion 13.1) n/a
14. Collaborations and connections 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Discussion	Case Study or Any Particular Research	30%	CLO1
	Final Project	n/a	40%	CLO3
	Presentation	Presentation on any given issues	30%	CLO2

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Armour, Gillian 2012, <i>Fashion Stylist: A How to Guide</i>, Create Space Independent Publishing Platform • Moore, Gwyneth 2012, <i>Fashion Promotion</i>, AVA Publishing • Seivewright, Simon 2012, <i>Research and Design</i>, AVA Publishing • Turngate, Mark 2012, <i>Fashion Brands</i>, Kogan Page Publishing

Article/Paper List
This Course does not have any article/paper resources

Other References
This Course does not have any other resources