ACCADEMIA COSTUME & MODA
ROMA 1964-2014
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Fashion Editor – Styling & Communication BA

BA

This three-year undergraduate course in Fashion Editor – Styling & Communication* has naturally grown out of the success of our one year postgraduate fashion communication course and at the request of both applicants and industry.

All three principal subject areas run through the course incrementally, developing year on year the students advanced and varied professional profile. Reflecting upon our academic heritage, this new course offers theoretical and technical skills and laboratorial experimentation that are underpinned by a strong cultural / historical approach to research.

The Accademia Costume & Moda has both a long tradition and experience in training and education within the Fashion subject areas, qualifying itself as a centre of excellence in learning thanks to its educational offer and approach to teaching and learning. From our original programme this new course has been developed in response to the industry needs and in conjunction and consultation with our renowned industry partners.
Over the years we have seen our graduates become

BA

successful and accomplished fashion professionals in the communication sector and it is only appropriate that we offer a specialised course .

*The three-year undergraduate course in Fashion Editor - Styling & Communication is in the process of being recognized by the Italian Ministry of Education (MIUR) as a Academic Diploma granting 180 ECTS credits. For further information please contact the Information Office (Inf. Or.Ma. Office) by writing to info@accademiacostumeemoda.it.















"Right Now" Editorial, Vocational Course
in Fashion Communication 2013 - 2014 ed.

INTRODUCTION AND COURSE OBJECTIVES

The objective of this undergraduate programme is to facilitate the student's career path and at the end of this course find employment in a variety of directions within the fashion industry and entertainment industry whether it be written, visual or organizational or a combination of all three.

The work of a Fashion Editor requires experience in styling. Likewise the fashion stylist, as well as expressing a visual fashion narrative, requires the ability to write pitched at the appropriate brand, market or publication. To create a well-rounded professional figure, the course sets the objective to develop organizational skills, with knowledge of editorial and styling processes, brands and the overall fashion system.
The Accademia supports the student in building and consolidating his or her unique creative identity in all areas of study. Creativity must be continuously supported by cultural awareness and encourage a curiosity for history, fashion brands, art and craft traditions as well as new technologies.

It is a well-established fact that fashion communication supports the image of the fashion garment industry. The Accademia, over the past few years, has been able to place many graduates in the Italian fashion publishing and styling field and this three-year specialist course has been developed due to the demand for styling and editing professional profiles and with the support of our renowned editorial partners.

Fashion Editor, Fashion Stylist, PR& Event Fashion Manager are the key figures in the definition of the trends, in order to create and project the visual identity of a brand, a fashion magazine, an event, with an 360 degrees approach, starting from the definition of the concept through to the design style, its representation in images and text.

Communication Strategies, Social Communication, Journalism, Publishing, Web 2.0, Styling, Public Relations and Press Office, Organization of events, picture fashion, fashion photography and video, are some of the topics that will be covered during the three years.



Fashion Film "The Innocents", Vocational Course in Fashion Communication 2013 - 2014 ed.

Fashion Styling, Fashion Editing, Press Office and Communication, and Fashion Photography play an important role in the image developing process of the first year of study.

Along with Sociology of cultural process, History of Fashion & Trends, Art, Contemporary Fashion, Fashion Fabrics and Materials will be studied in-depth. Fashion Editing testimonials and Team working complete the basic skills of the **first year** of study and allow the students to be able to recognize the guidelines at first glance to conduct fashion image analysis. The important area of "shooting session" is realized to allow the student to have a full fashion styling and editing experience on set.

The **second year** of the course is dedicated to a deeper study of the commercial side of fashion through Fashion Styling Collections, Fashion Photography and Still Life, Fashion Industry Panorama across the whole field of styling. Digital Communication & Digital PR Strategy, Unconventional Communications and Brand Identity and to the construction and support of "Reputation" gives the student the skills to analyse the right communication strategy for clients, project and when required develop a new identity for them.

Fashion Video is now playing a really important role in the way a brand can represent its identity, so a full module is dedicated to discover the particular styles and the differences among the video products in order to allow the students to recognize the emblematic features of a successful video project.

What particularly characterises this course in the **third year** is the experimentation and personal development useful to create a good student portfolio; a professional individual "calling card" the portfolio is key to entering the industry.

Students have the opportunity to freely experiment, closely supported by a tutor and write their own final major project brief – choosing their specialist area/s (Fashion Editing - Trends analysis & research book; PR & Communication - Fashion communication brand analysis; Fashion styling). All is undertaken with a professional approach, fully costing their products and preparing their final "book" for commercial, editorial or communication industry.

The Course provides students with a complete educational programme, which enables them to obtain a good standard of professional competence, technical knowledge and skills to face the international workplace with confidence.



Accademia Factory 2014

TEACHING AND LEARNING METHODS:

The educational path is structured as follows:

- Theoretical lessons
- Seminars with field experts
- Practical workshops
- Individual and guided tutorial support
- Participation in events and international contests
- Visits to museums and galleries, fashion industry headquarters, exhibition tours and fashion shows.

English is the working language of this course but students will be encouraged to have a professional subject specific knowledge of the Italian language also.





Pictures from "Run Billy Run" and "Color Curves" editorials - Vocational Course in Fashion Communication 2012/2013 and 2013/2014 ed.

FASHION FINAL WORK

The Fashion Editor – Styling & Communication Final Work consists of a variety of outcomes from a styling book, editorial pages and creation of an online magazine and events organisation proposal. Fashion communication students will also have the unique opportunity to collaborate and support during presentation of the Accademia's fashion, accessory and costume design shows and events.



Picture from "Trend From the Block" editorial - Vocational Course in Fashion Communication 2013/2014 ed.









Pictures from "Run Billy Run", "Trends on the Block" and "Color Curves" editorials - Vocational Course in Fashion Communication 2012/2013 and 2013/2014 ed.

DURATION AND ATTENDANCE

The course duration is three academic years and attendance is mandatory from Monday to Friday; however to be accepted at the final assessments students must have at least 80% proven attendance.
The educational path is organized and split into a variety of main subject areas and assessment will be held in three main sessions. The course ends with the discussion of a final dissertation at the end of the third and last Academic year.



Accademia Factory 2014

*COURSE STRUCTURE**

1ST ACADEMIC YEAR

Style, Art and History
Fashion Sociology and subcultures
Introduction Fashion Styling
Introduction Fashion Design & Brands
Fashion Photography & Styling Shooting
Fashion Publishing and Writing
Industry Visits and Seminars – Subject Specific
Fashion Photography – history and gender studies
Computer Technology – Digital Image
Introduction to Communication & Marketing, PR & Events Management
Italian & English language for Fashion Accessory Designers

2ND ACADEMIC YEAR

Cultural Prospective - Semiotics of luxury Accessories - Sustainability
Fashion Photography & Styling Shooting
Fashion Photography – Commercial
Digital Applications for visual arts
Fashion Industry Panorama
Fashion Film, Concepts, Writing, Styling and Production
Fashion Digital Communication & PR Startagies
Unconventional Communication
Contemporary Concepts, Trend Research Methodology and Brand identity
Advanced Computer Design Technology
Industry Visits, Seminars & Professional Testimonials – Subject Specific
Computer Technology – Digital Image
Semiotics of art and fashion - form Historical perspectives to Current time
Self Branding
Understanding Fashion & Sustainability

3RD ACADEMIC YEAR

Trend, Brand & Communication Analysis & Experimentation
Fashion Editorial Project
Restyling Brand Proposal
Fashion Product Presentation Proposal
Fashion Photography & Styling Shooting
Fashion Magazine proposal and Realization
Fashion Event Management Proposal
Thesis

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PLACEMENT OPPORTUNITIES

At the end of the three-year programme the Careers & Placement Office of the "Accademia di Costume e di Moda", in collaboration with some of the main names within the industries of Fashion Accessory design seeks to give the opportunity to graduates to interview for either an internship or for eventual employment. In this way the Accademia offers its students the chance of a concrete professional experience.
Many of the leading professional figures within the Fashion Accessory Industry are often alumni of the Accademia, who contact the Accademia to look for new young and creative talents. Students are mentored during the elaboration of their portfolio, the interviews with companies and eventually up until their internship placement.

Below a list of the companies that the Accademia Cosume & Moda collaborates with:

Fashion: Alberta Ferretti | Alexander McQueen | Ale Au | AltaRoma | Angelo Vitti | Antonio Grimaldi | Antonio Marras | Aquilano – Rimondi | Arlette | Armani | Balestra | Balmain | Balenciaga | Benetton | Bikini Contest | Blue Sand | Blufin | Blumarine | Bottega Veneta | Brioni | Calvin Klein | Carta e Costura | Roberto Cavalli | Cerruti 1881 | CB made in Italy | Charline De Luca | Chiara Boni | Crimson David Mayer Naman | Decouture | Didier Parakian | Diesel | Dim Playtex | DM FASHION STUDIO | Cristian Dior | Dkb Consulting | Dk trading | Dolce & Gabbana | E Fashion Group | Ermanno Scervino Fausto Sarli | Fendi | Ferragamo | Ferrone | Furla | From Studio | Gai Mattiolo | Gant | Gattinoni | Gianfranco Ferré | Gianmarco Lorenzi | Giovanni Cavagna | Givenchy | Gucci | Gunex | Harford & Lefebvre | Hermès | Herno | Iceberg | Italian Lab | Ittierre spa | Jean Paul Knott | John Galliano | KarlaOtto London | Lamborghini | L'Altra Moda | La Perla | Laura Biagiotti | Les Copains | Ltb Little Big Moda | Lolita Lenpicka | Luca Gnecchi Ruscone | M'Appazza | Maison Albino | Marco Coretti Massimo Rebecchi | Max Mara | Merola Gloves | Moncler | Moonlight | Mila Schön | Miss Money Money Morfosis | Oxer | Parah | Padovan | Pianura Studio | Prada | Ralph Lauren NY | Redwood | Rinascente Rocco Barocco | Russo di Casandrino | RPB SpA | SET Società Europea Tessile | Softcore di Sergio Zambon | Studio DModa | Swish | Trussardi | Valentino | Vbh | Vivienne Westwood | Vogue Talents | Zmd spa Gruppo Zappieri | 100x100 capri.
Costume: Annamode Costumes | Bianca Film | Bibi Film | Casanova Multimedia | Cattleya Cinecittà Studios | Costumi D'arte Peruzzi Dap | Drome Magazine | Double Studio | E-Motion Srl | Endemol | Fabervideo | Fandango | Filmauro | Fondazione Teatro Regio Di Parma | Futura Produzioni Tv Kitomb | Lif Italian International Film | Lotus Production | Lux Vide Spa | Magnolia Fiction Srl | Mediaset Nova Film | Opera Barga | Pikkio | Publispei | San Marco | Sartoria Farani | Sartoria Lo Faro | Sartoria Tirelli | Tao 2 | Teatro Argentina | Teatro Dell'opera Di Roma | Teatro Alla Scala | Teatro San Carlo | Lotus Production | Wild Side | 7 Hills Production.

WHO IS THIS COURSE FOR - ADMISSION PROCEDURE

Who is this course for

All those who have successfully completed a Secondary High School Diploma or equivalent, achieved both nationally and internationally.

Admission procedure

Due to demand and a closed number of places available (to maintain the quality and level of study) to gain access to the course it is required the successful completion of our admission assessment, both in cultural and technical-artistic topics:

Admission tests for the Academic Year 2014 - 2015 (Roma, Via della Rondinella,2):

- 20th April 2015
- 25th May 2015
- 15th June 2015
- 6th July 2015
- 20th July 2015
- 7th September 2015
- 28th September 2015

Via Skype for foreign candidates:

- 21st April 2015
- 26th May 2015
- 16th June 2015
- 7th July 2015
- 21st July 2015
- 8th September 2015
- 29th September 2015

For further details please refer to our Admissions page on our website at the following link: http://www.accademiacostumeemoda.it/en/admissions/undergraduate/



Picture from "Color Curves" editorial - Vocational Course in Fashion Communication 2013/2014 ed.

FEES A.Y. 2015/2016

Admission assessment fee:
Euro 100,00 – for those sustaining the admission assessment

Enrollment fee:
Euro 1.500,00 - for those not sustaining the admission assessment
Euro 1.400,00 - for those sustaining the admission assessment

Tuition fee:
Euro 7.500,00

To be admitted to the Course, the payment of the Regional Tax ADISU is mandatory (the amount of this tax is annually defined by the Lazio Region, and it amounted to €140 for the A.Y. 2014/2015).



Fashion Film "The Innocents", Vocational Course in Fashion Communication 2013 - 2014 ed.

CONTACT INFORMATION

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Rome skyline from the Accademia Costume & Moda.