

# DIPLOMA IN IMAGE & FASHION STYLING

## Becoming an Image & Fashion Stylist

A fashion designer is responsible for designing clothes, while a fashion stylist works with clothes, accessories and even background props when necessary, to put together a complete look or style. Stylists are also frequently called on to conduct individual makeovers and to select the appropriate models to showcase outfits in the best possible light, so the ability to assess body types, proportions and individual characteristics is just as vital to success as an eye for style. Good stylists have an ability to transform the mundane into something that looks visually exciting and desirable, and that's why skilled stylists are in high demand, creating a look that works and presents their client in the best possible light.

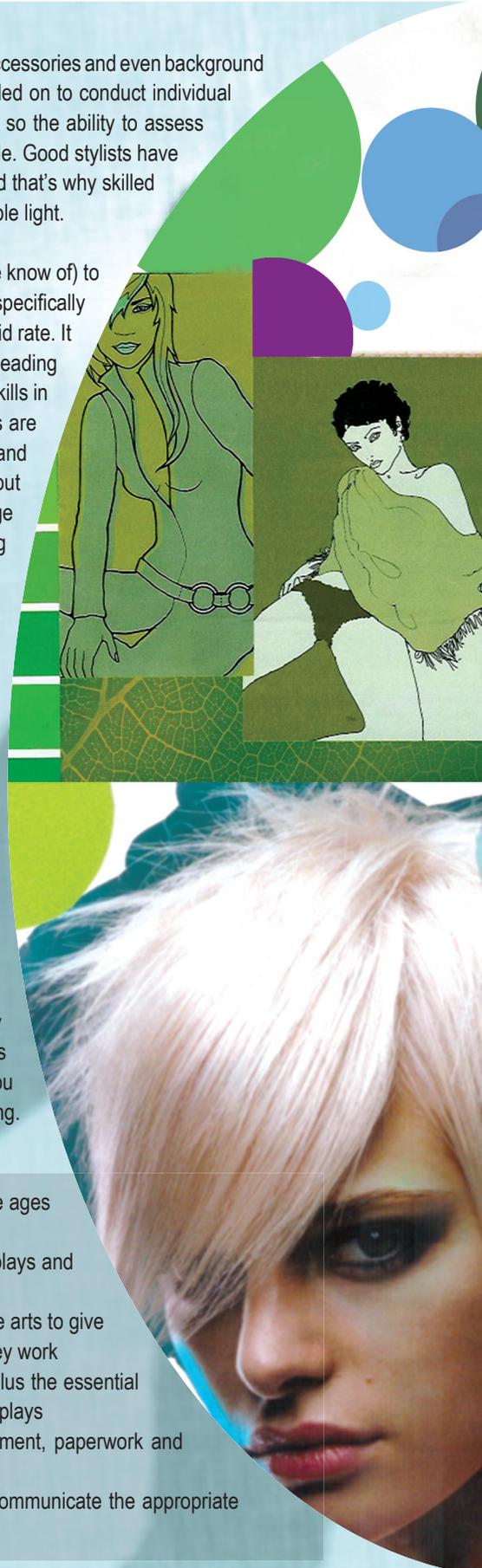
This is one of the few courses available in the world (and it is the only home study course that we know of) to focus on image and fashion styling, as opposed to design. It is an in-depth training programme specifically aimed at those pursuing a career in this exciting new industry, which is currently growing at a rapid rate. It should be noted that the Image and Fashion Styling industry is still very young and to date many leading stylists and consultants originally trained in different areas of art, design or fashion, developing skills in this specialised area through "on the job" experience. However, potential clients and employers are now becoming much more discerning, and they prefer to employ stylists with specialised training and qualifications that gives greater assurances of producing results that work. If you are serious about pursuing a career in this area, then you can expect to achieve high levels of skill and knowledge with this course, increasing your credibility and significantly improving your chances of entering this industry at a progressive level.

Like all our courses, each lesson will introduce you to new skills and knowledge, and on completion of each lesson you will be required to complete an assignment, putting into practice what you have just learnt. Assignments are all project based and as you complete each one you will receive valuable feedback from your tutor so that you can continually improve your work, and attain the high standard that is demanded in today's industry. The assignments themselves have been deliberately structured so that they can be used as a portfolio of work to help you impress potential clients and employers on completion of your course. At the end of the course, you will be asked to complete a Final Project, which will involve designing and communicating your original styling ideas and a makeover in response to a typical client brief. This project will be an important portfolio piece for you and all our students find this approach extremely valuable.

While this Diploma course is a thorough course in itself, it will also form the first stage in a BTEC HND (Higher National Diploma) in Image & Fashion Styling. The HND is valued at 240 University Credits, and holders of this qualification may also have the opportunity to continue their studies up to degree level at a later date. Once you have successfully completed this Diploma course, you may have the opportunity to continue onto stage 2 and achieve a HND in Image & Fashion Styling. Stage 2 will encompass the following modules in detail:

- History of fashion & style – a study of the development of fashion and style throughout the ages and the main influences around the world
- Visual merchandising and retail display – designing and specifying backdrops, visual displays and lighting effects for drama and impact
- Visual communication & presentation techniques – an exploration of neuroscience and the arts to give you theoretical & practical understanding of visual communication techniques and how they work
- Working with materials and textiles – using fabric and textiles to dress clients and sets, plus the essential technicalities you need to know when developing styling ideas for sets, backdrops and displays
- Team projects – working within and managing team projects, including budget development, paperwork and contracts and effective planning and time management
- Commercial styling – exploring the relationship between marketing and design so you communicate the appropriate messages for yourself and your commercial clients

On the other side of this leaflet is a synopsis of our Diploma in Image & Fashion Styling.



# What you will learn



The lessons in this diploma course are grouped together under a collection of modules described as follows...



**The elements of fashion & style** – Some people have a natural sense of style and flair, but the right training can teach anyone how to develop an “eye” for the details and this is the key to ongoing success. This course will introduce you to the individual components of style and design, and it will teach you to recognise how those components work together in creating a successful or unsuccessful look, as the case may be.



This understanding will enable you to deconstruct and reconstruct different styles effectively, regardless of your own personal preferences, and it will give you the vocabulary and industry terminology to communicate with others confidently and knowledgeably. In addition to working with clothes and outfits, you will also learn how to select visual props, backdrops and accessories that appeal to specific audiences, by communicating a fashion story that entices people to buy. This technique can be used to present your styling ideas in a persuasive and enticing way, to achieve success both for your clients and yourself!



**Individual analysis** – Kate Moss has a “rectangle” body type, Jennifer Lopez has a “pear” shape and Catherine Zeta Jones is definitely “hourglass”. All of these famous women have completely different body shapes and characteristics, yet they each know how to make the best of what they have and present themselves in the best possible light. As an Image and Fashion Stylist, your role is to help every client develop a style that makes them look and feel great. However, before you start advising clients on what to wear, you must determine their body type, proportions, facial shape and skin tone. You will begin this module by learning how to accurately identify bodily characteristics, and then you will learn which clothing details and combinations will enhance or detract from these natural features. Looking good is always in style and whether you are working with male or female clients, you will be shown how to sift through the clutter and give clients smart advice about what will work best for their features AND their lifestyle.

**Working with colour** - Colour is one of the strongest visual elements perceived by the human eye and understanding how to work with colour is vital to success in the image and fashion industry. Whether you are working with inexpensive ranges from high street chain-stores or top designer labels and haute couture clothing - colours that are clashing and ill-chosen can create an effect that's cheap and garish, while the right colour combinations can transform something mundane into a visual feast for the eyes. Whether you are putting together an outfit or coordinating a range of outfits against backdrops for a fashion show, the key to success is knowing how to achieve a harmonious balance between the colours of the clothes themselves and accessories. Developing skill in this area alone can help you to become highly sought after, and this will show you how to create winning colour combinations every time.

**Clothing & accessories** – Many people think that image and fashion stylists help people to dress “correctly” for work, selecting the right suits and accessories to make a strong business impression. While some consultants certainly specialise in “Corporate Dressing”, the majority will work with clients to develop a style that makes them look their best. Furthermore, the style should be appropriate for the clients’ lifestyle on a practical level, and reflective of their unique personality and character. With so much choice in clothes and accessories it is easy for the untrained person to get it wrong, but this module will show you what to look for and what to avoid. You will learn how to develop a core wardrobe for male and female clients, and use selected accessories and details to update this with each new fashion season. Once you have completed this module you will know how to use clothes to bring out the inner beauty and confidence in all your clients, and help them to be themselves in a way that makes the rest of the world take notice!

**Hair & make-up** – Make-up can transform a woman's face immediately, yet relatively few women ever learn how to apply make-up professionally, and even less know how to choose the products and colours that complement their natural tones and skin-type. There are numerous different make-up styles and looks, and knowing which approach is appropriate for your client is just as important as knowing how to apply make-up professionally. This module will teach you what you need to know and it will also cover hair care and grooming. Hairstyle and colour can dramatically alter someone's appearance, but the right hair style can also make someone appear taller, slimmer and even younger. Furthermore, hairstyle and grooming techniques are just as important for male clients as they are for female. By the time you complete this module successfully you will learn how to enhance your clients natural facial characteristics and create the right impression by focusing attention on their strongest features and creating the illusion of balance where necessary.

**Professional practice** - The role of the image and fashion stylist revolves around the ability to create a visually pleasing look, and when clients are paying they will expect you to get it right first time. This might seem like a tall order, but there is a tried and tested method of working that can enable you and your client to envision the end result quite accurately, and it is also a formula for repeated success. In this module you will learn a professional approach for developing your styling ideas and communicating those ideas professionally. The ability to visually communicate your ideas is the only way to determine that everyone understands the creative direction for a project, and it can also help you to sell your ideas to clients in a way that communicates both professionalism and creativity. You will also learn how to price your services and a number of forms and templates will be included that you can adapt for future use in the industry.

