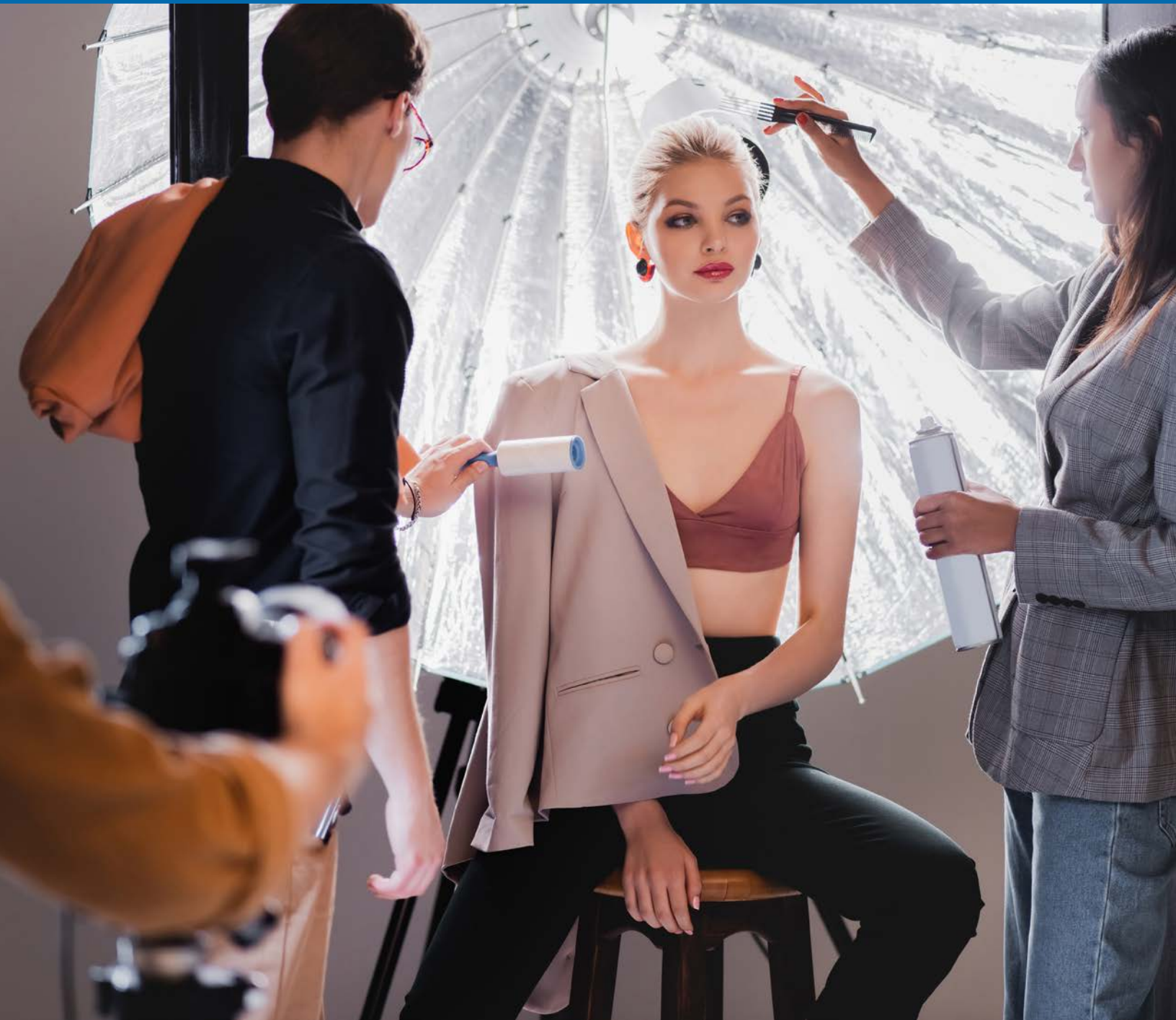


FASHION STYLING FOUNDATIONS



FASHION STYLING FOUNDATIONS:

Fashion Styling Foundations introduces students to the fashion styling industry and the many career paths under its umbrella. Whether you're new to the fashion industry or an emerging professional, this online course will help you build your portfolio and learn the skills needed to break into the fashion styling world.

What does it mean to be a stylist in the 21st century? Lessons will dive deep into all the elements of personal styling — including the basics of fit, tailoring, and how to dress people with diverse cultural and individual identities, and with different body types. You will learn about the wide range of careers in styling, how to book gigs, work with clients, and the professional practices and skills you need to succeed in any styling career path. You will learn how to create moodboards to illustrate your vision, research fashion trends and incorporate them into your work, and ultimately, tell a story through style. As an aspiring fashion stylist, it is essential to know how to use social media to your benefit whether you want to work freelance or have agency representation. Fashion Styling Foundations teaches students how to network with peers in the industry, how to get clients through self-promotion, and how to develop a personal brand.

Armed with the knowledge and expertise of leading styling professionals, and faculty from New York's Fashion Institute of Technology (FIT), students complete a sequence of skill-building activities that provide an understanding of modern tools and methods of fashion styling. This course is designed to empower students to undertake projects that will enhance their portfolios to help begin or advance their careers. Students' professional portfolio will be the basis of the capstone project - a presentation of the work completed in each module and a reflection of their unique style and vision. This portfolio and presentation will ensure each student is a well-equipped and desirable candidate for any career path they choose.

The course is built on compelling video lessons taught by FIT's world-renowned faculty and a wide range of experts from major brands and companies, like WWD, agencies who have hands-on experience and in-depth knowledge of the industry. Fashion Styling Foundations prepares students to take advantage of new opportunities in this lucrative and in-demand field, and helps them differentiate themselves in the rapidly evolving industry.

FIVE COURSE MODULES:

- Storytelling with Style
- The Elements of Personal Styling
- Career Paths and Professional Practices
- Photo Styling and the Test Shoot
- Self-promotion and Marketing

Each course module is broken into several shorter video lessons that you complete at your own pace. Assignments and hands-on projects reinforce key knowledge and help build career skills. Students earn a non-credit Certificate of Completion from FIT upon successfully finishing the program.

STUDENT BENEFITS:

1. Certificate of Completion (non-credit) from Fashion Institute of Technology (FIT)
2. Understanding of core styling principles
3. Learn directly from leading academic and industry experts
4. Real industry scenario assignments
5. 100% online and self-paced

MODULE 1: STORYTELLING WITH STYLE

Learn how to tell a story through style. This opening course module explores the history of fashion styling and the significance of the stylist as a storyteller and tastemaker. Students will develop their unique fashion point of view and learn how to translate it into styling by understanding how to pull, sort, and organize images into moodboards to illustrate a vision.

Module 1 will also familiarize students with what's happening on the runways today.

Fashion is always referential, so it's important for aspiring stylists to know how to research and understand fashion trends - and learn how to incorporate them into their work.

KEY CONCEPTS:

- The importance of storytelling and how to translate this into your work
- Developing your unique fashion point of view and how it extends into your styling
- Researching your ideas and watching trends
- Creating modern fashion stories in a changing world
- The history of fashion styling and how to identify historic fashion references
- The basics of developing a fashion concept
- The language of fashion - from terminology to cultural moments in the field - and how to be fluent in it
- Where to find inspiration and how to organize images into moodboards

MODULE 2:

THE ELEMENTS OF PERSONAL STYLING

This module will delve deep into personal styling. Students will learn about body types and how to discover a client's style personality. This module will also cover the tools every stylist needs in their arsenal, the basics of tailoring, and how to get a great fit. An outfit is more than the clothes — how do you bring accessories into the mix? A blank canvas is every stylist's dream, but not every client will be a celebrity, so how do you work within a budget? This module will also cover the basics of finding a stylist to assist when you first start your career.

KEY CONCEPTS:

- The various personal styling career paths (personal shopper, image consultant, etc.)
- Essential tailoring and fitting skills
- How to put together a "look"
- Dressing different body types with different needs, perspectives, and backgrounds
- How to edit a closet
- Styling clients with limited resources and time
- The basics of sourcing clothes or thrifting vintage pieces

MODULE 3:

FASHION STYLING CAREER PATHS AND PROFESSIONAL PRACTICES

Do you dream of sending a celebrity down the red carpet in a look you put together? Or, do you want to work directly with brands on e-commerce and advertising, or productions in TV, music, and film?

There are many career options beyond the catwalk, and module 3 explores them all. Now that you've learned the fundamentals of fashion styling, you can narrow down the type of stylist you want to be. In this module, students will learn about the wide range of fashion styling career paths, as well as the professional skills needed to hit the ground running.

KEY CONCEPTS:

- The differences between commercial styling (e-commerce, runway, editorial, catalog, celebrity, store display, food, set design, etc.) and personal styling (image consulting, personal shopping, etc.)
- Explore the fashion styling ecosystem and associated careers (hairstylist, makeup artist, photographer, etc.) and how to break into these areas and book clients/gigs
- How to find stylists and become an assistant
- Build expertise in time management, public speaking, and writing skills needed for a career in fashion styling
- How to create a business plan, including a mission statement, market analysis and expenses, and how to set up an office or studio
- The differences between agency representation and working as a freelancer

MODULE 4: PHOTO STYLING AND THE TEST SHOOT

In this module, students will learn about the production of a fashion shoot in its entirety. Who are all the parties involved in a shoot and how do you organize them? Who or what will you photograph, and what needs to be sourced for the shoot?

Industry experts share their best etiquette tips and advice to ensure you know how to act professionally on set. This module also includes an overview of image editing and retouching to help you (and your team) capture great photos - and know what to do with them once the shoot is over.

KEY CONCEPTS:

- How to assemble a team and manage creative direction
- How to cast talent and source garments and props
- The differences between editorial and lifestyle styling
- The fashion calendar and production schedules
- A fashion stylist's responsibilities before, during, and after a shoot
- Expert advice and etiquette tips to ensure on set professionalism, and manage any on set challenges
- How to edit and retouch photos digitally and prepare them for printing, digital publication, or your portfolio
- Models & body inclusivity

MODULE 5:

SELF-PROMOTION AND MARKETING

For the modern stylist, it is essential to know how to market and promote yourself. In this final course module, students will learn how to use social media and get their work seen across multiple channels. By putting your work out there, you'll be equipped to find more clients and opportunities. As you gain clients, students will need to know how to nurture and keep those important relationships. At the end of this module, you will build a professional portfolio website to house all the creative work completed throughout the course. This portfolio will be the basis of your capstone project and define who you are as a fashion stylist.

KEY CONCEPTS:

- How to use social media to your advantage
- Building your personal brand and a consistent image across multiple channels
- How to manage freelance work, make invoices, how to track your time and what to charge for your work
- Nurturing customer relationships and keeping clients happy
- What goes into a professional portfolio and how to use it to communicate your styling point of view
- A quick tutorial for using a free online portfolio platform and what should be on your personal website



ENROLLMENT DETAILS

How do I apply for Fashion Styling Foundations?

The application for Fashion Styling Foundations is entirely online and only takes a few minutes to complete. You can apply here: <https://www.yellowbrick.co/apply/?program=fashionstyling>

How much does the course cost?

Tuition, including all five course modules, related materials, and the Certificate of Completion from FIT is \$999. Subscription options are available starting as low as \$99 per month. All payment options will be sent to prospective students upon course acceptance.

In order to receive the Certificate of Completion, all course requirements must be completed and all tuition fees paid in full.

What payment methods and currencies do you accept?

We accept most major credit and debit cards, including Visa, MasterCard, American Express, Discover, and JCB. Students who enroll outside the United States will be charged tuition fees in the local currency at the prevailing currency exchange rate.

Is there financial aid available?

At this time, we're not able to offer financial aid. However, we do have subscription options, which allow students to pay in monthly installments instead of an upfront one-time payment. While the one-time payment is the best value, our mission is to make education accessible to everyone, and our subscription options provide students with payment flexibility. Once you're accepted, complete details on pricing and subscription options will be emailed to you.

Through the generosity of our partners, we also have scholarship programs available to students who qualify. More information about our scholarship program can be found here: <https://www.yellowbrick.co/scholarship-application/>

What is your cancellation policy?

You can withdraw from a course hassle-free and at no cost within 24 hours of enrollment. After 24 hours, you have up to 7 calendar days to withdraw and get a full refund, minus a \$100 cancellation fee. No refunds will be issued for enrollments past 7 days.

How do I begin the course?

Once we have received your tuition payment, your spot is secured. You will receive a welcome email with your login instructions, and you can begin immediately. The course is 100% online and self-paced so that you can complete it on your schedule.

THE COURSE

Are there any prerequisites, age requirements, or restrictions?

Students must be at least 13 years of age to enroll. There are no other prerequisites. All you need is a passion for styling, fashion, and learning.

What do I get when I complete the course?

Fashion Styling Foundations is a non-credit course. Students who complete the course will earn a Certificate of Completion in Fashion Styling Foundations from the Fashion Institute of Technology (FIT).

How long do I have to complete the course?

Students have unlimited access to the course for one year, starting on the date of enrollment.

What if I need more time?

If after one year an extension is needed to complete the course, students will have the option to pay a monthly subscription fee to continue access to the course materials.

Can I download course videos or materials?

Class videos or materials are not downloadable. However, enrolled students will have unlimited access to all videos and materials for one year.

What can I expect to accomplish by the end of this course?

After completing the course, students will have developed the skills and knowledge necessary to become a fashion stylist including, fashion research, trendwatching, sourcing clothes, editorial and lifestyle styling, and building your personal portfolio and brand. In addition, you will receive a Certificate of Completion from the Fashion Institute of Technology (FIT) that you can proudly add to your LinkedIn profile, resume, and CV. This credential can open doors to a future in the fashion industry. You also will have an understanding of the various career paths in the industry and will have identified your areas of passion within the world of fashion styling.

Who are my fellow Fashion Styling Foundation students?

Students of all experience levels and in any career stage will benefit from enrolling in Fashion Styling Foundations. All students do have one thing in common — a passion for fashion styling and a desire to build a successful career doing what they love! Some students may aspire to start their own styling agency or business, or they may already work in the fashion industry and want to advance their careers. Some students may currently work in a different sector and want to switch career paths. Others might be heading to college, are in college, or just graduated and want to build in-demand skills and gain valuable experience that will set them apart in a hyper-competitive industry. Your fellow students may become part of your current or future fashion network. They might be like you — a future leader in the world of fashion styling!

Where do I find the course materials?

All course materials are available online. You can access and review the materials whenever you like through the course login page, which you'll receive once you enroll — all you need is an internet-connected device.

Which devices can I use to watch the class videos and access other course materials?

The course and all course materials can be accessed via an internet-connected computer, tablet, or smartphone device.

When and where do the classes meet?

The course is offered 100% online and is entirely self-paced and on-demand — so students can access the course video lessons, assignments and other materials whenever and wherever they like.

How much time do I need to dedicate to the course?

It varies from person to person, but be prepared to work hard and dedicate about 30-40 hours.

After I earn the Certificate of Completion in Fashion Styling Foundations, what comes next?

This certificate will lay the groundwork for you to pursue your goals in any direction you choose. If you'd like to deepen your knowledge further, Yellowbrick offers numerous online certificate courses in fashion. Visit www.yellowbrick.co to explore all available courses.

Who is Yellowbrick and why are they involved?

Yellowbrick is the online learning company that powers the Fashion Styling Foundations course, in addition to numerous other online university courses. Our mission at Yellowbrick is to empower dreamers to achieve their calling by inspiring learners to pursue a career that aligns with their talents and passions. That's why we partner with top universities and brands to create educational experiences that tap into learners' passion points, spark success, fuel personal advancement, and unlock doors to fulfilling paths and careers. Visit www.yellowbrick.co/about-us to learn more about Yellowbrick and our mission.