

Teaching guide

IDENTIFICATION DETAILS

Degree:	Design		
Field of Knowledge:	Arts and Humanities		
Faculty/School:	Communication Science		
Course:	STYLING AND AESTHETICS		
Type:	Optional	ECTS credits:	6
Year:	4	Code:	1569
Teaching period:	Seventh semester		
Area:	Fashion		
Module:	Areas of Creation		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

The purpose of this course is to introduce the students to styling, whose purpose is to train and shape future fashion stylists, style creators, stylists associated with communication companies and the sale of fashion products. The aim is to make the marketing and promotion of products, services and brands a success. The students learn of that related to the projected and its implementation by means of all external communication tools such as advertising, public relations and direct marketing, as well as internal communication and communication with the stakeholders of organisations.

The personality of each person or organisation is visually moved to a structure of brands with its given styling and aesthetics. Their logos, shops, form of exposure at the point of sale... are created by a stylist or creative director.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To develop students' creative capacity based on firm theoretical and practical foundations allowing them to raise, solve and present design problems in a unique, original manner.

To instil in students the ability to work in a team, working independently while supporting a global project, defining responsibilities and cooperating with other professions and trades in the pursuit of a common goal.

To provide students with a broad overview of the world of design through a familiarity with all its different disciplines, thereby taking full advantage of the synergies and creative resources shared by various professionals in this field.

To teach students to give explanations, arguments and defence for their projects at university level and in a professional setting when dealing with customers or other design professionals.

To nurture and develop an intellectually curious professional capable of avoiding plain thought and aspiring to improve modern culture by conveying values founded on the search for the truth, good and beauty.

Specific skills

To develop the ability to communicate and make oneself understood, both orally and in writing (preparing a brief, defending proposals, drafting reports, viewing information, etc.).

To master presentation and exemplification techniques.

To gain a critical understanding of the evolution of aesthetic, historical, material, economic and conceptual values.

To acquire an ability for analytical (self-)reflection and (self-)criticism in creative work.

To have the ability to work well in a team.

To develop the ability for personal initiative and self-motivation.

To be familiar with the norms of procedure stemming from copyright and property rights.

To cooperate with other professions, in particular, with professionals from other disciplines.

To acquire aesthetic taste.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours