



FASHION STYLIST CERTIFICATION COURSE

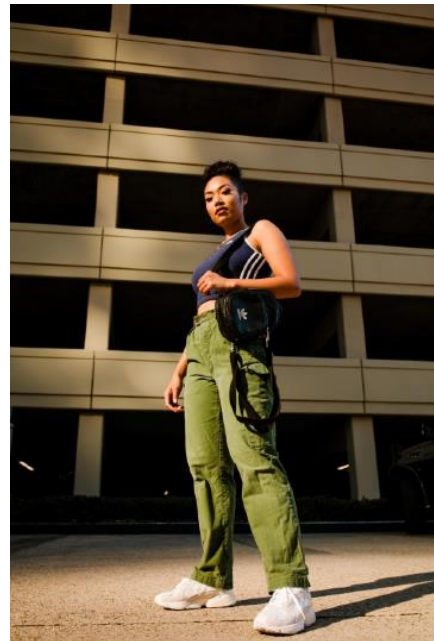
Start Your Career as a Professional Fashion Stylist Today

Fashion styling is a complex and competitive field. If your goal is to work with models, photographers, fashion designers, creative directors or editors, this course will prepare you by giving you both the basics of fashion styling and the creative eye to succeed in the fashion world. You'll learn the foundations of fashion styling as well as how to identify historic fashion references, how to create style plans for high-profile and celebrity clients, how to style private clients, how to style specifically for films, and how to draw and illustrate your concepts.

Online course is open to the student 24 hours per day. The course duration is up to 8 weeks and the student can start as soon as they register and purchase. The course can be completed at the student's pace. Students have access to forums, groups, wikis, social media, resources, and materials at all times. Course length is UP TO 8 weeks. Many students can complete in less time as this course is self-paced and adjusts to a student's learning style or language challenges.

The following is a basic topic **Overview** of the interactive video tutorials in this course. Course includes audio, video, interactions, mini-quizzes, exercises and exams:

1. How to Navigate The Online Course
2. How the Course Works
3. Course Requirements
4. Skills for Styling Success
5. Textiles and Fashion
6. The History of Styling
7. Fashion Today
8. Fashion Styling Consultation Process
9. Getting Work + Career Options
10. Developing Personal Clients
11. Facilitating Body Shape Analysis
12. Dress & Style Basics





13. Body Shape Analysis Training
14. The 5 Figure Shapes
15. Style Personality Consulting
16. Introduce the Concepts of Color
17. Discover the Undertones and Temperature of Color
18. History of Color Analysis
19. Color Theory - FSI exclusive 2D+3D=EZ Color System
20. Simple Color Systems Clients Can Understand
21. The Color Analysis Steps Explained
22. Video #2 - How to Mix Primary to Get Secondary
23. Interaction Slideshow - identify mixing colors
24. Sequence Learning Game
25. How to Mix RGB Colors
26. Video Tutorial - How to Use Tech Tools to Identify Inherent Color
27. How to Use Color Drapes
28. Fabric Swatch Demonstration
29. Learner Demonstration
30. Creating the Fan for the Client
31. Defining Contrast Levels in Skin Tones
32. Demo - identify inherent colors
33. Hairstyle and Makeup Training
34. Professional Client Analysis Book
35. Shopping Preferences and Plans
36. Wardrobe Styling
37. Personal Shopping
38. Setting Up Your Business
39. Business Basics
40. How to Measure – Video Tutorial
41. How to Style – Interactive Styling Exercises Video Tutorial
42. Proportion and Balance – how to proportion clothing combinations Video Tutorial
43. Five Assignments
44. One Final Exam: 25 Multiple Choice, True/False, 3 Essay Questions
45. Two Final Essays
46. One Niche Market Statement Project
47. One Final Styling Assignment - students must complete a digital photograph/ styling project



ADDITIONAL TRAINING SEMINARS INCLUDED WITH THIS COURSE:

Fashion Stylist Part 1 - summarizes the three primary areas that encompass fashion styling. It discusses the personality traits of successful stylists and sets forth must-have skills for styling. What is fashion styling? What fashion styling entails. The three main specialties of fashion styling. Diversifying into other areas of styling. What it means to be freelance vs. salaried. Personality traits that a stylist needs to succeed. Ten how-to skills that a stylist must master. How to spot trends. First assignment - portfolio page.

Fashion Stylist Part 2 Photo Styling

Module 2 explores print styling in greater detail, including a break-down of an editorial fashion shoot and an introduction to fashion calendars and magazine timetables. The two main areas of photo styling. The differences between editorial and lifestyle styling. Fashion magazine timetables. How fashion stylists source clothing. The fashion calendar and production schedules. The fashion stylist's responsibilities before, during, and after a shoot.

Fashion Stylist Part 3 Careers in Styling

Lessons discuss a variety of sub-specialties within categories of fashion styling such as runway styling, prop styling, visual merchandising and social media-specific styling. These areas are important for aspiring stylists to understand so they can be prepared for a variety of different types of opportunity. Video reviews of Why stylists diversify their skills, runway styling, off-figure clothing styling, flat lays, prop and set styling, food styling, jewelry styling, visual merchandising, digital styling for e-commerce and social media.

Fashion Stylist Part 4 Portfolio Building

Part 4: Portfolio Building, Branding, and Networking; Part 4 covers the basics of marketing one's styling business with physical and online portfolios and curated social media content. Includes: What to include in a portfolio. How to create a digital and a hard copy portfolio. Personal websites and comp cards. Marketing tools for freelancers. Proper professional etiquette on set and off. Explores fashion internships and assisting opportunities. Building and leveraging social media marketing with tutorials for starting a Facebook, Snapchat and Instagram account and campaign.



Fashion Stylist Part 5 Business 101

Business 101 for Freelance Stylists. Part 5 covers business basics, including must-have documentation for pulling garments and tips for writing a business plan and setting up an office. What beginning stylists need to know about essential business documentation. Agency representation vs. freelance? How to build a freelance business plan (summary or mission statement, owner profile and skill set, location and market analysis, plan for business growth, rates and fees, office/workspace/overhead, analysis of living expenses and supplemental income, uses for downtime.). Studio, office, and financial basics. Insurance to protect your studio. What type of business structure will you have? Templates and forms included.

Fashion Stylist Part 6 Fashion Lexicon

Fashion Lexicon: Terms, Icons, History, and Inspiration. Part 6 sets forth the touchstones of common cultural inspiration within the styling community such as important movies, fashion icons, art movements and historical references. Why stylists need to be fluent in fashion. The anatomy of apparel. The language of fashion. Fashion icons from Cary Grant, Marilyn Monroe, Jackie "O" and Diana Vreeland. Timeless and classic garments from the moto jacket to the LBD. Screen classics and other cultural inspirations. Writing editorials and creating cheat sheets (tear sheets).

Fashion Stylist Part 7 Your First Test Shoot

Preparing for a Test Shoot; learn what happens before, during and after a fashion shoot. In Part 7 the shoot is a test, and this module provides information on assembling a team, assembling a kit and managing creative direction. The benefits of testing and assisting. How to prepare for a test shoot. Preliminary meetings. Sourcing your first garments. Finding the talent and team. Pulling and prepping for the shoot. How to assemble your master styling kit. Important actions that happen after the shoot. Getting images for your portfolio.

Fashion Stylist Part 8 At the Shoot

Part 8 provides guidance on what to do on set at a job, and also covers photography basics. Winning behavior and etiquette tips for the stylist on a shoot. Prepare for wardrobe malfunctions. Photography and composition basics include the rule of thirds and diagonal photography. Essential tasks to perform on the day after the shoot, confirming the pull sheet, returning merchandise, communicating with the client,



shipping and insurance basics. Final images and use of. Posting to social media, tagging and linking to your agency, designer and key players.

Digital Photography: Course Lessons, Video, Interactive Methods

Photography Basics: How Does A Camera Work? Holding Your Camera, Intro To Exposure, What Is Composition? Focus, Focus, Focus, Basics Of Exposure And Composition, Understanding Iso, Moments And Motion, Depth, Depth, Depth, Texture And Form, Through The Looking Glass, Landscapes And Light, People And Portraits, Practice Towards Perfection, The Simple Math Of Photography, Metering To 18% Grey, Angle Of Light, Lenses, Reciprocity Is Awesome, Low-Light Photography, Growing As A Photographer, Practice And Patience.

Fashion 101 – nine two-hour classes on the important fundamental studies of fashion design elements and principles.

Video Tutorial: Basic Apparel Styles, Terms and Pronunciations enables learners a command of correct usage of key terms used in fashion styling.

Facial Shape Class – how to determine a client's facial shape and angles for appropriate accessory wear.

How to Style Video Tutorials – with audio instructions on how to dress each of the five body shapes.

How to Pull and Style a Fashion Show

How to Proportion and Balance Clothing in Styling

How to Coordinate Fashion (Prints, patterns, textures and angles)

BONUS Course – Start Up Your Image Business Seminar

There are ten parts (10 one hour seminars) to this **BONUS** course and we will be reviewing each of these crucial start-up steps in depth. Students are offered tutorial videos within the seminar along with interactive exercises and will be tasked with projects designed to stimulate starting a business today! Participants have 30 days of access to the seminar and can review as many times as needed in that 30 days.

1. Introduction
2. Getting to Know Your Image Business
3. Legal Basics
4. Marketing + Promotion
5. Branding + Logo, Image, Name
6. What Do I Charge?



7. Your Online Marketing Toolbox
8. Build a Successful Business (your services, speaking, customer service skills)
9. Creative Promoting
10. Business Start Up Info

Grade Scale is standard: Grading Policy – Overall assessment for this course is based on critical writings, discussion question responses, essays, group collaborations and pop quizzes.

- 90-100 = A
- 80-89 = B
- 70-79 = C
- 60-69 = D
- Below 60 = F

Textbook/s

Fashion Stylist; Career Fashion, Image and Style Guide by Gillian Armour, CFS Volume 2, 2018 ISBN978-1450588102

How to Do a Color Analysis; by Gillian Armour, Volume 2, 2018 ISBN 9781461028116

This Business Called Image; An Owner's Manual by Gillian Armour, CIP Volume 2, 2018 ISBN978-1479183043

Course outcomes:

After successful completion of this course students will be able to:

- Use professional techniques in fashion styling
- Create style plans for celebrity (and other) clients
- Identify historic eras in clothing history
- Identify historic fashion references
- Master professional wardrobe styling for film
- Collage and illustrate styling concepts
- Identify angled and curved body and facial shapes
- Measure a client to analyze their body shape
- Identify five body shapes for women
- Define what a combination figure type is
- Identify five industries a Fashion Stylist can work in



- Discuss the history of fashion styling
- Identify five skills and talents I need as a Fashion Stylist
- Process the ten steps of an image consultation
- Identify appropriate clothing styles for a particular bodyshape
- Know the six steps for styling an outfit for a story

All materials are included in the cost of the course.

- Student/ Course Professional Training Manual
- Free e-book “Your Image Talks; Career Manual”
- Body Shape Clothing Silhouettes Guidebook (All Body Shapes)
- Customizable Shopping Planners included
- Style Personality Quiz Worksheet
- Client Follow Up/ Evaluation Form
- Closet Edit Questionnaires and Forms
- Confidentiality Agreement Form
- Your Fee’s Worksheet
- Client Invoice Template
- Monthly Income Template
- Personal Shopper Postcard Template
- Weekly Schedule Template
- Action Plan for Clients
- Body Proportion Analysis
- Client Needs Analysis Form
- Image Consultation Survey Forms
- Introduction Letter to Prospective Clients
- Male Application and Measurement Charts
- Personal Style Questionnaire
- and many more

Features Overview At FSI we love empowering our future consultants with products and knowledge to help them expand their styling business quickly. Here is a **partial** list of the gifts and benefits you get when joining our training programs and becoming a part of the Fashion Stylist Institute family:

1. Professional certification by the leading certification company in the fashion styling and image consulting industry
2. Platforms hosted by amazon web services - a highly secure and robust platform



3. Aws provides fast and efficient portals, so our learners are never slowed in their online learning process
4. High quality training portals and material designed for effective online learning
5. Continuing education credits, units, and badges (digital backpack)
6. Training hour reports to add to your resumé
7. Video resources – free fashion video library
8. Free fashion articles library
9. Access to consultant discussion groups while on campus
10. Access to wiki's, blogs, and forums where you can interact, network, and get advice
11. Private chat options with your instructors
12. Free video mentoring sessions
13. Templates for business and marketing planners
14. Tip sheets for starting your business
15. Over 50 marketing and promotional ideas to increase business and get clients
16. Marketing strategies spreadsheets
17. One-page business plan vision and objectives worksheet
18. Press release templates
19. Course manual and slide notes
20. Free graduate listing and web page on our robust "hire a consultant" directory
21. Free customizable forms to help you in your new business
22. Free e-book "this business called image" with step by step guidelines for starting your business
23. **QR code** badge html snippet to add to your website for easy credential referencing (clients can click to read about your specialties online)
24. Multiple style worksheets, manuals, books, and white pages included
25. Free graduate directory listing and personal web page with review/star options
26. Ongoing access to global image and style networking groups
27. Updated daily news and rss fashion feeds
28. Monthly industry news blasts
29. Ongoing mentorship and support
30. Image tools to help you grow your business
31. Curated resource lists of suppliers - tools, content, and resources to grow your business
32. First notifications for events, special prices, new courses
33. Access to free webinars
34. Free copy of iphone/ android body measurement app
35. Free business startup course and interactive participation with your instructor

... but most importantly the greatest gift is the one you can give yourself - the feeling you get when you are a part of something really great that is helping YOU build your success story!



Accreditation Details

***CEU's are NOT required in order to operate a consulting practice but are awarded as evidence of completion. Final certifications and reports will state the student's name, course of study and CEU's, ILU's and Training Hours earned.**

FSI CEU's – FSI is a continuing education training institute and as such can offer Continuing Education Units. FSI CEU's are awarded based on the following grade scale A through B = 80% to 100% score and the following achievements: Completion of all training modules, quizzes, final certification exam, discussion group participation, learning objectives, training objectives, feedback, evaluation and testimonial.

One CEU equals ten contact training hours. FSI learner training hours are recorded within the learning portal. Students and administrators have access to these reports at all times.

CEUs were created as a way to document education and training in specifically developed activities for adult learners in a variety of disciplines. One CEU is defined as “10 contact hours of participation in an organized continuing education experience under responsible sponsorship, capable direction and qualified instruction.”

FSI created its CEU program based on the fundamentals set down by I.A.C.E.T. (the standard for continuing education credits). FSI's instructional programs seek to enrich graduate's knowledge, improve their skills, and develop their business opportunities. FSI training also adheres to the core competencies for image study set down by major image associations. These core competencies are noted in each course introduction.

I.L.U. = FSI is an authorized ILU awarding entity. FSI awards ALL graduates **International Learning Units**. The ILU is the standard awarding unit for all professional/ certificate based online courses. The ILU teaches to the objectives of the course and hence the student achieves professional knowledge and is tested for this achievement and to earn certification status.

In order to earn ILU'S students must achieve all learning objectives listed, pass a final exam with an 80% score, complete all essays, pop quizzes, contribute to discussions and demonstrate appropriate verbal and written etiquette. The competencies for earning this award are detailed within the course portal on the students account. One ILU is equal to ten hours of recorded training time.

TH (Training Hours) = this course awards training hours. Training hours can be used to record achievement for required documentation for higher career certifications. Graduates of this



course are provided with an officially documented tally of their training, study and online time participation.

Earning CEU's is not a requirement for studying with FSI, however, learners who need CEU's in order to fulfill other educational requirements (advanced applications for example) will need to complete their own associations approval prior to CEU awarding by FSI. Contact us if you have questions or concerns regarding CEU's.

Badge Program



All graduates of FSI receive an online education digital badge upon graduation. This digital badge indicates they have achieved education from a Certified Education Credit and Training Hour Awarding Course. Digital badges are recognized as proof that students have successfully completed disciplines in online fashion education and have passed final exams that qualify them to train and work in their badge title discipline. FSI digital badges are embedded with code custom to the student's achievements. When placed on your website (or other templates) these badges direct your potential employers, clients or school admins to your certification skill set.

*Only those graduates with registered IP addresses and complete course results are eligible to use this digital badge. Students successfully completing requirements for certification will be sent access to links for posting their badge upon course close. Clients seeking confirmation of legitimate badge use and graduate details can contact us at any time. We act as a powerful referral and resource network for our graduates and other professionals. Students are encouraged to list their websites, blogs and professional credentials with us at no charge.

Certification: learners completing all course expectations and objectives successfully are awarded PROFESSIONAL CERTIFICATION from Fashion Stylist Institute.

For more detailed questions regarding the course process you can also visit our F.A.Q. forum:

<https://www.fashionstylistinstitute.com/faqs/>