

THE MANAGEMENT COMMITTED ARTISTIC

EDUCATIONAL BROCHURE -21/02/2023 version -

THE OBJECTIFS

- / Erect a casting, personal profiles and a target for artistic direction.
- / Create differentiating brand content.
- / Mastering the different stages and actors for the original creation of a still or animated image.
- / To have a contemporary and global vision of the committed artistic direction of fashion actors in the broad sense.
- / Deliver a clear and unique engaged message.

THE PROGRAM

You know how to determine the artistic profiles that will outline the staging of still or animated images of the creation of differentiated brand content. You know how to convey an impact message through the power of the image, and you know how to differentiate yourself. Your contemporary culture and the precision of your artistic direction allow you to design clear and unique engaged content. Your target is marked long term by your artistic footprint.

AUDIENCE

- / The teams of the parade department, image of the Houses.
- / The director(s) / responsible for communication and events within the company.
- / Artistic agents of advertising or corporate event designers, integrated into brands or independent.
- / Stylists of fashion offices.
- /OR Any audience with an interest in artistic direction.

THE PREREQUISITES

- / Professional experience of at least 2 years.
- /OR Good knowledge of art and fashion.

PEDAGOGICAL METHODS

- / The masterclass is in person or in distance.
- / Theoretical teaching and fashion culture is delivered with a course support.
- / The design and creation workshop is individual and collective, managed by the artistic instructor-director.

METHODS OF EVALUATION

- / The workshop for the design and creation of artistic proposals.
- / The reappropriation of collective and individual eco-responsible processes.
- / The decisive criteria are creativity, authenticity, generosity and overall consistency of the tracks.
- / Concrete implementation of the project.

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THE DURATION

/ 1 Day (7 h).

THE MODALITY OF ACCESS

/ A group of 6 to 20 people.

THE PRICE

/ 635,00€ HT/ pp.

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