


ISTITUTO
MARANGONI
MIAMI



BACHELOR OF FINE ARTS FASHION STYLING

ISTITUTO MARANGONI MIAMI
THE MIAMI SCHOOL OF FASHION AND DESIGN

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ADMISSIONS GUIDANCE
ACADEMIC YEAR 2026/27

PROGRAM DESCRIPTION

The Bachelor of Fine Arts in Fashion Styling forms future professionals and 'creatives' with the ability to work within the fashion system in areas of visual communication such as publishing, advertising, visual merchandising, trend or style forecasting and blogging. The fashion stylist is an expert in fashion communication and must be able to define and produce a winning combination of component parts in order to create an image or 'look' to emphasize the style of a brand, a magazine or a person. This can be achieved through the careful use of clothes, accessories, hair and make-up, through atmosphere and location and through the knowledge and analysis of contemporary and future trends. The skills lie in interpreting the soul of an article of clothing, or product, and communicating it through a unique style.

PROGRAM SPECIFICS

CREDENTIAL

Bachelor of Fine Arts Degree

START TERM

Spring, Summer, Fall

CREDITS

120 credits

DURATION

4 years

LOCATION

Miami, FL

COST PER CREDIT HOUR

\$1,360

COURSE LOAD

Full-Time or Part-Time

MODALITY

On Campus

TUITION AND FEES PER SEMESTER

\$171,300

STEP-BY-STEP GUIDE: HOW TO APPLY

- 1 Explore Programs immiami.edu/all-programs
- 2 Schedule a Meeting immiami.edu/appointment
- 3 Submit Your Application immiami.edu/apply
- 4 Submit Registration Documents
- 5 Application Review and Enrollment

REGISTRATION DOCUMENTS

Degree Programs

- Online Application (Fee \$100)
- High School Official Transcripts and Diploma
- Valid ID
- Resume
- Personal Statement

LEARNING OUTCOMES

- **Develop compelling visual narratives** by applying principles of visual storytelling and creative direction to communicate emotion, concept, and brand identity through fashion styling.
- **Translate brand values into cohesive visual concepts** that align styling choices, themes, and aesthetics across multiple visual and digital platforms.
- **Apply digital marketing strategies specific to the fashion industry**, leveraging social media, content creation, and online branding to engage target audiences and enhance brand visibility.
- **Create and manage fashion-focused digital content** that supports storytelling, audience growth, and measurable brand performance across contemporary media channels.
- **Demonstrate professional fashion styling proficiency**, from concept development to execution, curating looks that respond to client objectives, cultural contexts, and diverse audiences.
- **Provide image consulting and personal branding guidance**, advising clients on style, presentation, and visual identity to support professional and personal goals.
- **Produce editorial-level fashion content**, integrating styling, photography collaboration, and narrative development to create influential editorials that reflect current trends and shape fashion discourse.