

**Title of the Submission:** The Art of Styling: Virtual Studio

**Theme:** The Virtual Studio

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**Bio:** Graduated in 2014 from Pearl academy in Fashion Design, currently working as a lecturer for Fashion Styling & Image Design, Pearl Academy, Mumbai. Always a believer in the idea that fashion is one of the most powerful tools for visual communication, I have been working as a costume designer in theatre for bringing the characters to life. With my styling & design work experience, I have worked as a creative designer for a licensing company, designing graphic based clothing for brands like Myntra, pantaloons and shoppers stop. I opened my clothing studio in 2018 and I continue to style images and experiment with Indian textiles like Khadi and zero waste draping techniques. Published by magazines, I also continue to style shoots and create mixed media art. I believe in inspiring, experimenting, innovating, creating and shall continue to apply these as a lecturer at Pearl Academy.

I would like to begin this paper with Shankar Acharya's famous question:

“What next? What next? What next?”

(Vinoba, Thoughts on Education. Varanasi, Sarva Seva Sangh Prakashan, June 2014)

As a creative educator, we keep asking ourselves this question all the time. Most of the creative minds always see multiple opportunities in every situation and they feel this constant need to learn more, experience more, explore more and create more. In education, we as tutors always try to motivate and inspire students to create more. 'The Art of Styling' is a paper presentation that is based on the experiences we have had as a fashion styling team at Pearl Academy. It explores the possibilities a virtual design studio has created for stylists. Around the end of March when the pandemic took over our life and a lockdown was announced, teaching shifted completely to online learning management systems.

The space where an artist or designer ideates, collaborates, discusses, analyzes, understands, explores, learns and creates is the studio. For us, this space is our classroom, our classrooms that we have turned into studios, where we constantly seek creative consciousness. And, during the darkest time also, we never stopped thinking and creating in our virtual studio. The Virtual Studio was our online classroom on Blackboard collaborate where we continue to create with all our passion.

It was here, at this moment we were surrounded by multiple thoughts and questions. As stylists, most of our work is based on collaboration, we wanted to reinvent the entire process, and this have birth to the Virtual Studio. We started to work around every module, every learning outcome to help students not only learn more but also to feel inspired during the darkest time the world has ever seen. It was important for us to plan and create the virtual studio that revolves around the core principles of learning paired with the important design techniques. (iEduNote.com. 2020. 5 Principles of Learning. [Online] Available at: <https://www.iedunote.com/principles-of-learning>)

### 1: Participation & Ideation in the Virtual Studio

The art of styling revolves around observation, ideation, implementation and collaboration. It is very important for students to participate and learn these techniques. The biggest challenge in a virtual studio was student engagement. To involve students in an online class, where they feel motivated to learn. Considering multiple limitation that many students had in terms of their internet connection, limited availability of technology or appropriate materials for a particular class, we developed a teaching methodology very carefully to ensure that the students feel motivated to create constantly. We planned activities that focused on maximum participation, and conversations that involve human values like empathy and sensitivity to the entire situation. For participation and collaboration in the virtual studio, we planned activities like creating mind maps in class (ideation), class discussions, story-telling, debates, expressing their observations through mediums like phone photography, magazine collages, musical mood boards, concept boards, research, – all focusing on participation and ideation for styling. Once students started expressing themselves, they started to connect and participate more in the virtual studio. Conceptualization and experiential learning is extremely important for a creative director, stylist, artist, designer and we emphasized on this. These activities help students learn ideation for the art of styling.

#### Images of some work from the Virtual Studio



Image 1: Screenshot of a class discussion in the virtual studio

# SECULARISM



Image 2



Image 3



Image 4

## Ideation in the virtual studio

Image 2: Collage created by Sanskriti Jha (UG Fashion Styling & Image Design student)

Image 3: Collage created by Rashi Singh (UG Fashion Styling & Image Design student)

Image 4: Collage created by Hashneet Uberoi (UG Fashion Styling & Image Design student)

## 2. Repetition & Visualization in the Virtual Studio

Visualization is very important for every creative person. After ideation, visualizing the outcome, understanding the process and analyzing different possibilities of implementing the ideas. Repetition and practice help in remembering and learning better. For these principles, we focused on of different assignments and assessments that involved repeated application of their theoretical understanding of a module and the practical skills they have. Repeated class discussions and assignments definitely helped the students in feeling motivated and gave them an opportunity to continuously engage, grow and learn. For styling, students created presentations, boards with visuals/ graphics that support their concept and communicate their ideas. For example, after they made their mind maps, concept note, and mood boards – they created boards that involved details for the location, model, hair, makeup that helped them analyze their understanding of styling theories and this helped them practice their skills like creative visualization as a stylist.

Visualization in the virtual studio



Image 5: Color & Style board by Mehak Jain, UG Fashion Styling & Image Design



Image 6: Look board by Varali Nagpal, UG Fashion Styling & Image Design

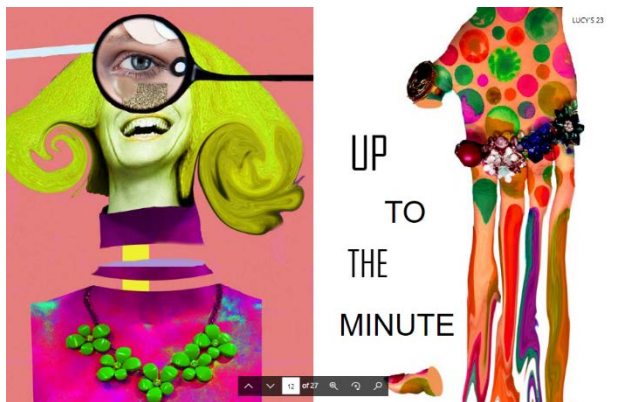


Image 7: Mood board by Ritika Verma, PG Fashion Styling & Image Design



Image 8: Mood board by Ritika Verma, PG Fashion Styling & Image Design



Image 9: Location & Character boards by Ruhanee Hiran, UG Fashion Styling & Image Design

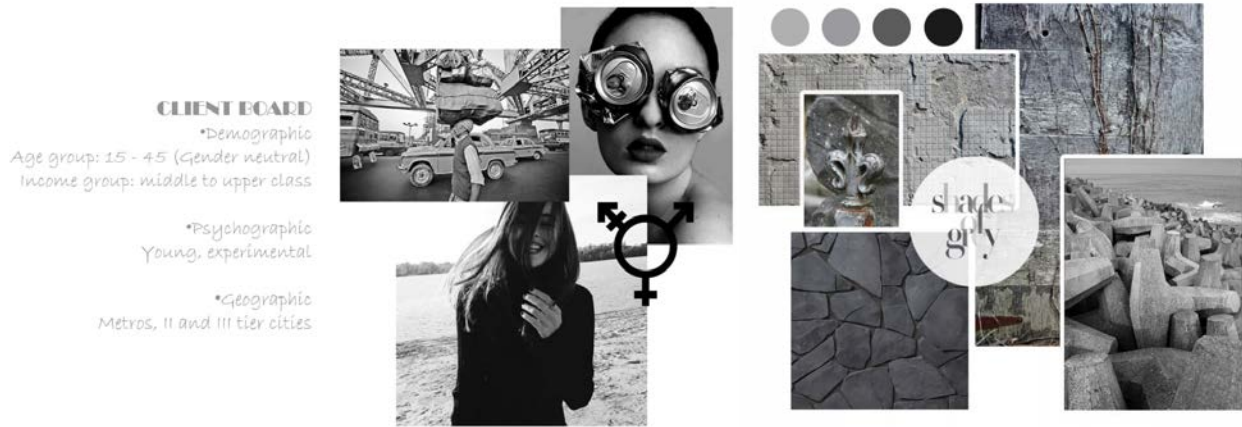


Image 10 : Client and color board by Malavika Dalvi, UG Fashion Styling & Image Design



Image 11 : Mood board by Ritika Verma (Left Image) & Niveditha Chandramohan (Right Image) , PG Fashion Styling & Image

### 3. Relevance & Application in the Virtual Studio

For every creative person, relevance is an extremely important word as this helps in making an impact. Artists, stylists and designers around the world have been creating work that is relevant to our entire Covid-19 situation and what we all are experiencing. Adding the touch of human emotions and values is important as it connects to people. Educators have a huge responsibility in terms of teaching the students the significance of relevant work to our changing social, economic, political and cultural environment. With this in focus, we focused on motivating students to connect styling to the situation and to make it more relevant to the human race and our current experience. Application was followed by relevance and students started applying their ideas to create relevant images. Considering the limitations, they started to think of alternate ways and ideas of styling and creating images. For example, the digital collage technique which involved the application of some primary or secondary images and composing them on soft wares like Adobe Photoshop, Illustrator, and InDesign. Students also explored the virtual shoot technique with models, and also experimented with self-portraits. They styled themselves at home and edited the images creatively to communicate their idea.

Application of the concepts (All images are styled and shot during the lockdown)



Image 12: Styled and created by Riza Rizvi,  
PG Fashion Styling & Image Design



Image 13



Image 14



Image 15

Image 13, 14, 15: Styled and created by Simran Varma (Image 13) , Kanika Chaudhary (Image 14) , Niveditha Chandramohan (Image 15), PG Fashion Styling & Image Design



Image 16: Designed and created by Malavika Dalvi, UG Fashion Styling & Image Design



Image 17: Designed and created by Varali Nagpal, UG Fashion Styling & Image Design



Image 18



Image 18 & 19 : Styled and created by Karishma Diwan, UG Fashion Styling & Image Design



Image 20 : Styled and created by  
Ruhane Hiran , UG Fashion  
Styling & Image Design



Image 21: Styled and created by  
Simran Varma , PG Fashion  
Styling & Image Design



Image 22 : Styled and created by Hashneet  
Uberoi , UG Fashion Styling & Image  
Design

#### 4. Transference & Innovation in the Virtual Studio

We developed multiple ways of looking at a stylist's role. The Virtual Studio is an experience where we include different methods using multiple techniques like creating mixed media art, images that involve application of digital soft wares like Photoshop and Illustrator mixed with manual magazine collages. Fashion has always been the cradle of change and the concept of transference is extremely important. Irrespective of the situation, it was important to ensure that the projects students complete are as per industry standards. It was important for students to know and understand the ways in which their learning can actually transfer into a job once they graduate. The transference of their skills and ideas in the real world is directly linked their originality and innovation in work. It is important for them as stylists to innovate, and to have a voice that establishes their identity in the industry. For achieving innovation and transference, students were engaged in multiple masterclasses by industry professionals. We constantly worked around activities that involve their unique perspective and emphasized on creating images through styling that speak about their own aesthetic.

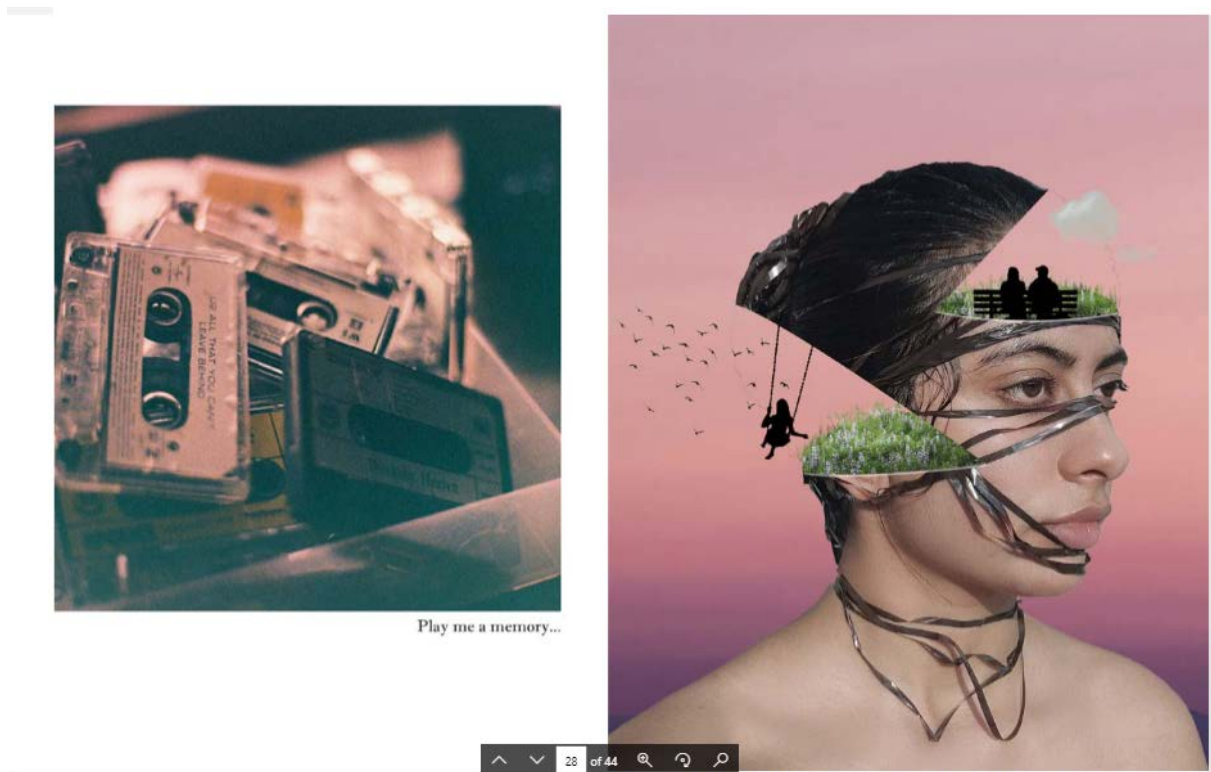


Image 23 : Styled and created by Riza Rizvi ,  
PG Fashion Styling & Image Design



Image 24 : Created by Ritika Verma , UG Fashion Styling & Image Design



Image 25 : Created by Kanika Chaudhary , UG Fashion Styling & Image Design

## 5. Feedback & Reflection in the Virtual Studio

In the virtual studio, the student teacher interaction and engagement is extremely important as it is directly connected to their performance in class. Sharing feedback regularly or even during student presentations in class has been extremely helpful in motivating the students to achieve more. Reflecting upon the work after every class exercise or assignment really helps the student in understanding the areas that can be improved. This also creates a very healthy learning environment as the student gets the opportunity to ask questions, interact and understand the feedback shared by the faculty. For the virtual studio, this activity also involved peer review and feedback where students interacted with each other which connected them well. I think we as creators are always looking for ways to connect, share and express our emotions, and this emotional connect has been extremely important in the virtual studio. At the end of the semester, students compiled and presented their work in different ways like a digital magazine, PDF files, on social media platforms like Instagram for the final jury and feedback from the faculties.

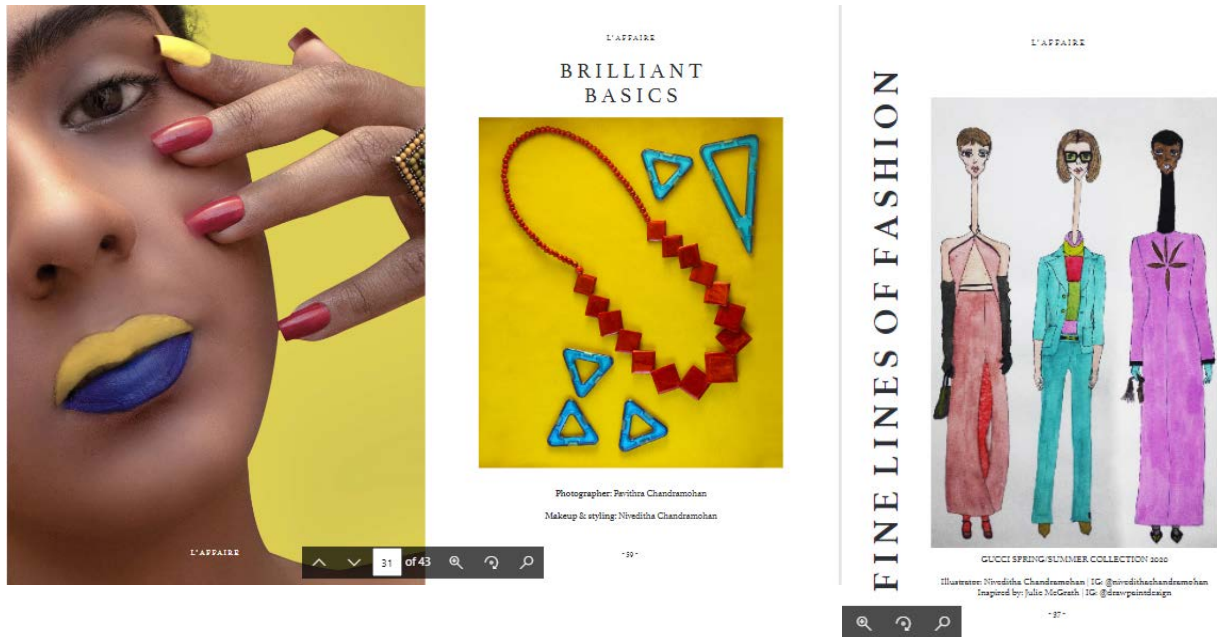


Image 26: Pages from the final magazine created by Niveditha Chandramohan for the jury and feedback, PG Fashion Styling & Image Design

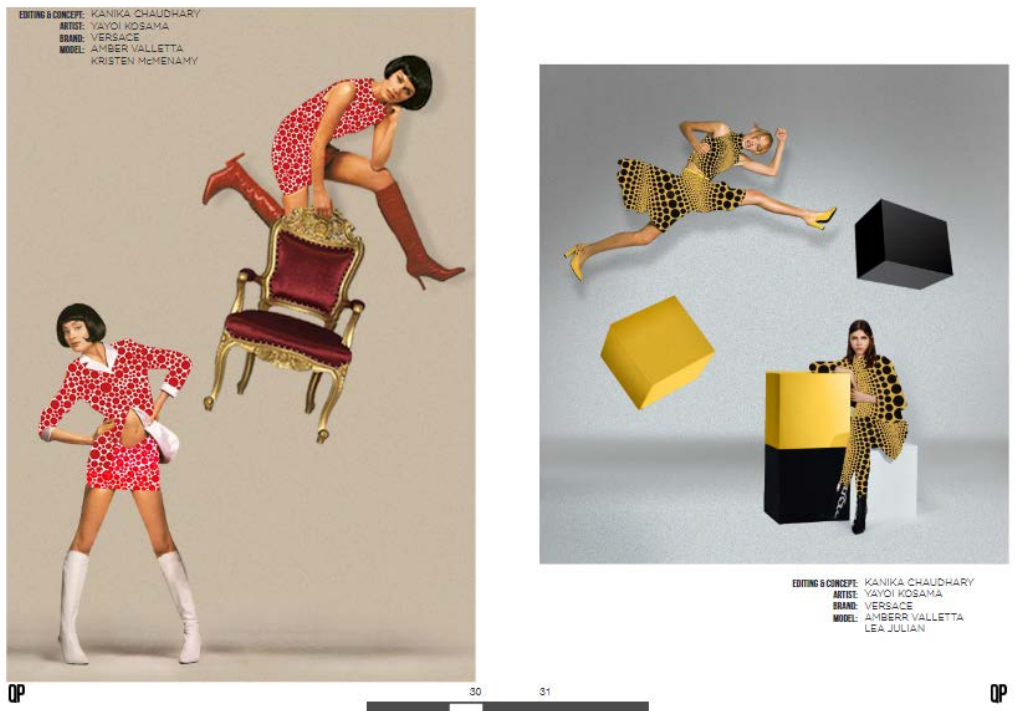


Image 27: Pages from the final magazine created by Kanika Chaudhary for the jury and feedback, PG Fashion Styling & Image Design



**Bibliography:** iEduNote.com. 2020. 5 Principles of Learning. [Online] Available at: <https://www.iedunote.com/principles-of-learning>)

Vinoba, Thoughts on Education. Varanasi, Sarva Seva Sangh Prakashan, June 2014