



The Professional Photo, Film, TV & Personal Stylist's Course

COURSE GUIDE



Join the global professional styling success story with the Australian College of Professional Styling.

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Your leap into a new career

The Professional Photo, Film, TV & Personal Stylist's Course provides you with the skills required to succeed as a professional stylist.

The course offers you the opportunity to develop a career as a professional freelance stylist or work in one of the many industries that require professional stylists. From this course you will acquire the knowledge and skills to start your own styling consultancy or to seek work in one of the many businesses associated with styling.

This course is not simply about the theory of professional styling. It's also about practical work of styling; assessing and meeting client's needs, how to market your services in this niche sector and how to be paid for the skills & knowledge you will acquire from this course.

Each week, thousands of fashion editors, art directors, producers, celebrities, or everyday people who simply wish to improve their image - require the skills and expertise offered by a professional stylist.

Whether it be for photo shoots, image consultancy, fashion parades, TV commercials, personal shopping, live concerts and music videos, film and theatre productions and much more. These are the skills that you will develop and walk away with from the course.

Why has a stylist be successful? Quite simply, they know how to go about it. By the time you complete this course, so will you.

The Professional Photo, Film, T V & Personal Stylist's Course takes you through every aspect of the profession - from developing styling concepts and turning them into reality, through to the business of selling your skills and services.

Be instructed in all aspects of styling by a team of leading Australian and international photo and fashion stylists, image consultants, fashion editors and writers, photographers, art directors and producers.

About the course

The Professional Photo, Film, TV & Personal Stylist's Course is an affordable and flexible way to explore the world of styling.

This course is conducted by distance learning, delivered over your choice of 12 or 24 weeks. This course is delivered totally online, and offers full flexibility with no assignment due-dates, and a year to complete all course work.

During your course you will be instructed in all aspects of styling by a team of leading Australian and international photo and fashion stylists, image consultants, fashion editors and writers, photographers, art directors and producers.

This cutting-edge course is a world's first in stylist's training, distance education and online delivery. You are enrolling in the most up-to-date and informative styling course available. And, through online course delivery and efficient email communication, the College is able to assist you every step of the way.

Each tutorial provides you with specialised knowledge and assignments about specific aspects of styling. At the same time, you are learning about the actual marketplace for your styling skills, how to go about creating functional and appealing style concepts, selling your services, together with every trick of the trade to ensure your success. From your first tutorial, you are working with your tutor towards commencing your own freelance stylist's consultancy, and being paid for your efforts.

One of the most important aspects of the course is its focus on the Australian market. Although the principles of styling are similar the world over, this course concerns itself specifically with all the Australian aspects of styling. It's this direction and emphasis that will greatly help to ensure your success.

Only the most respected Australian and international stylists, designers, advertising directors, film and television producers, art directors, fashion editors, photographers, personal stylists, personal shoppers, image consultants, celebrity stylists, fashion makers and fashion leaders have contributed to this course provided by the Australian College of Professional Styling. The College has recruited only the best from an extraordinary range of talent to assist you throughout your course. You'll even find information and insider secrets from leading visual merchandisers, food stylists and colour analysts.





“From your first assignments, you are developing your own style ideas, learning about the market and working towards obtaining your first client.”

Become industry ready

The Professional Photo, Film, TV & Personal Stylist's Course is designed to provide you with an in-depth knowledge of all areas of styling. It's also intended to help build your stylist's portfolio to show to clients and, if you wish, as a stepping stone into full-time employment in the many industries where stylists are required.

From your first assignments, you are developing your own style ideas, learning about the market and working towards obtaining your first client.

The course is not only structured to teach you the techniques of freelance styling. It's also intended to help you obtain clients and see you get paid for your professional efforts. Stated simply, you'll know how to work as a stylist in a huge range of areas for the thousands of individuals, fashion companies, advertising agencies, television networks, magazine and internet publishers and retail outlets that require the help of a professional stylist.

From here, you will have the skills and knowledge to find work in areas such as:

- Photo styling
- Theatrical styling
- TV & Film styling
- Runway and fashion parade styling
- Personal styling
- Retail styling
- Celebrity styling
- Catalogue styling
- Image consultancy
- Prop and set styling
- Personal shopping
- Corporate styling
- Special event styling
- Food styling

Of course, your qualifications as a professional stylist can also assist you to obtain mainstream employment in areas such as fashion houses, fashion boutiques, retail clothing stores, photographic studios, lifestyle and fashion magazines, advertising agencies, film houses and television networks.

Here you might find yourself working in wardrobe, as an assistant stylist, as an assistant to a fashion editor or in any of the other areas where training and talent in styling are sought after.



You and your tutor work together to develop ideas and material relating specifically to the areas of styling work that most interest you.

Hand in hand with your tutor

When you first enrol in The Professional Photo, Film, TV & Personal Stylist's Course, you are asked to complete our Tutor Information questions. These provide the College and your tutor with valuable information about what you hope to achieve from the course.

A professional stylist, currently working within the industry and familiar with your styling interests, is assigned as your tutor to assist you throughout the course. It is a condition of College employment that your tutor is a successful, top-notch working professional.

You and your tutor work together to develop ideas and material relating specifically to the areas of styling work that most interest you.

It's your tutor's job to assess your assignments, develop your styling skills and bring you to a level of professionalism where your Certificate of Completion can be awarded.

Regard your relationship with your tutor as a partnership. You provide the interest in styling and the willingness to learn, while the tutors provide you with the practical knowledge and skills to succeed as a stylist.



“Success relies on knowing
how to go about it...
We’ll show you how.”

Stylists are not born, they are taught. And the simple truth is, it's not that difficult.

The experts behind the course

Only the most respected Australian and international stylists, advertising directors, film and television producers, art directors, photographers, fashion designers and editors, image consultants and personal shoppers have contributed to this course.

The College has recruited only the best from an extraordinary range of talent to assist you throughout your course. During your course you are hand in hand with many of the world's leading fashion makers and fashion leaders. You'll even find in-depth information and insider secrets from prominent visual merchandisers, food stylists and colour consultants.

The course itself has been developed by Katharine Morris. Katharine has worked in all areas of professional styling. Commencing in wardrobe with a major television network, Katharine later worked as an assistant fashion director and then in photo styling and personal styling. She has styled countless film and television shoots, television and print-media advertisements, fashion parades, live concerts and broadcasts. Katharine has also styled a host of celebrity talent for red-carpet events.

Katharine Morris' academic qualifications include studies in: Object Arts & Design, Clothing Production, Special Effects & Props, Set & Costume Design, Art Direction, Film study at Tisch School of the Arts - Sight and Sound, and short courses at New York University and the National Institute of Dramatic Arts (NIDA).

Many top stylists and industry professionals have been chosen to contribute to this course because of their specialised skills in specific areas of styling. You'll find their wealth of experience gives you invaluable insight into even tiny aspects of the industry.

Of The Professional Photo, Film, TV & Personal Stylist's Course, Katharine Morris says: 'Stylists are not born, they are taught. And, the simple truth is that it's not that difficult.'

'Given an interest in styling, a little flair and a willingness to learn, this course will equip you with the professional knowledge and skills required to succeed as a stylist.'





“Professional styling offers one of the few remaining opportunities for individual freedom, self-expression and financial gain.”

What you can hope to achieve

Styling is one of the few industries where there are more jobs for competent, versatile stylists than there are stylists to fill them.

There is an insatiable demand for professional freelance styling. 99% of advertising agencies, fashion and lifestyle publications, TV shows, business and corporate identities and celebrities rely heavily on freelance stylists. Their work is used in catalogues, brochures, websites, magazines, TV commercials, live concerts, TV programming, public relations and by people requiring a particular ‘image’.

If you prefer a sales career, selling or working with fashion garments, accessories or merchandise, your training will prove of great benefit. What’s more, you’ll have the start of your all-important portfolio demonstrating your styling skills. Your portfolio is the first thing any prospective employer will wish to see.

When you know what the craft requires you will have a highly marketable skill which you can use for a full or part-time career or as a profitable sideline. Professional styling offers one of the few remaining opportunities for individual freedom, self-expression and financial gain.

And, as you’ll discover, it’s also a lot of fun and can lead some stylists to varying degrees of fame and fortune.

The Professional Photo, Film, TV & Personal Stylist’s Course gives you the opportunity to be your own boss and to choose the styling work that most suits you. As a freelance stylist, you can also start small and build your reputation and income job by job.

Styling is one of the few professions that does not discriminate in any way. You can be of any age, sex, race or religion and become a successful stylist. In fact, your individuality can be of real benefit. For example, a younger stylist will often be more familiar with teen trends where an older stylist will feel more equipped to assist more mature clients. As a professional stylist, you can also work from home and to a large degree you can choose your own clients and the nature of the work you accept.

This craft does not demand a university degree or other academic qualifications. Once you know what the industry requires, you have a highly marketable skill.



What you'll receive

The Professional Photo, Film, TV & Personal Stylist's Course will provide you with everything you need to become a professional stylist, equipped with the knowledge and skills to tackle most assignments you will be offered.

At the beginning of the course you are assigned a personal tutor who is responsible for your progress throughout the course.

You also receive:

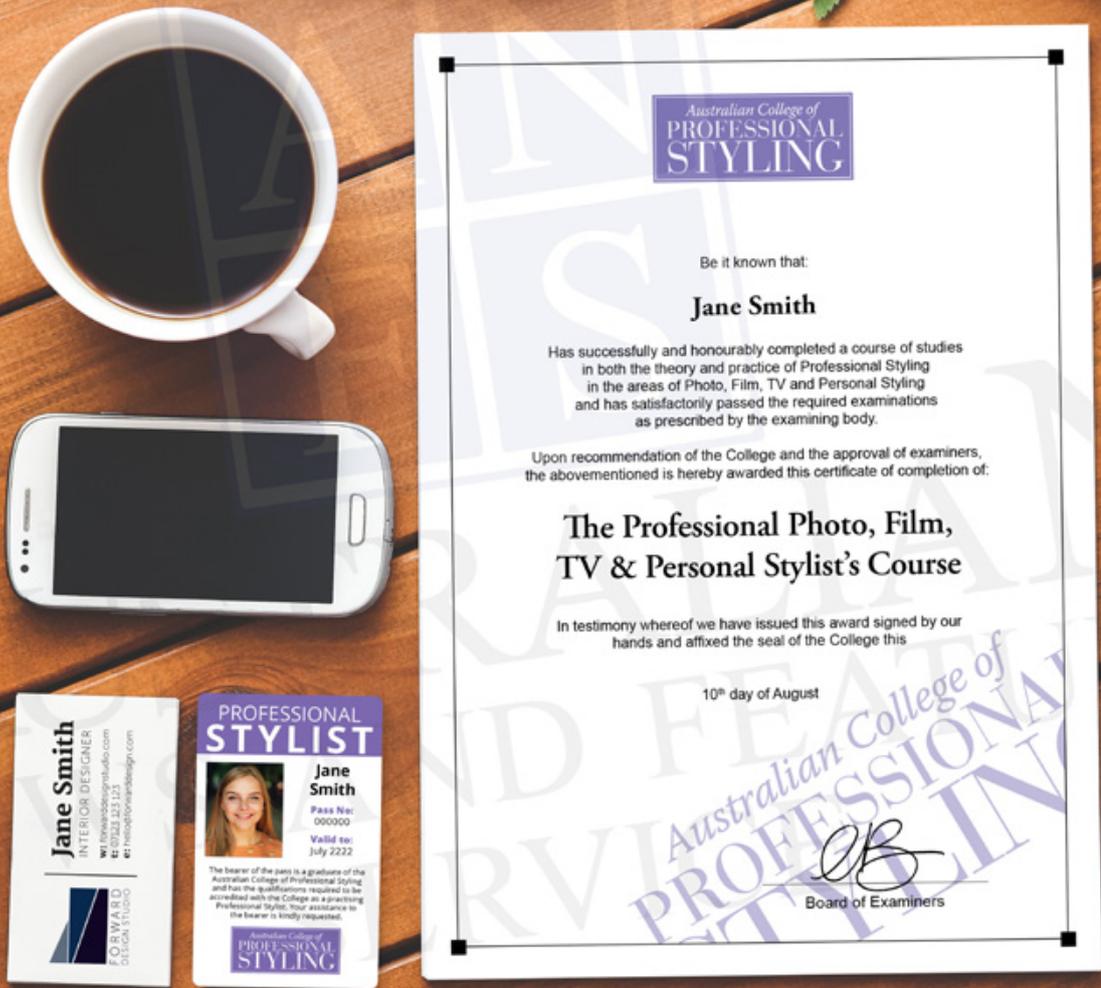
- 12 exclusive tutorials dealing with professional styling.
- Details of the eight college assignments, to be completed before graduating from the course.
- Contributions from some of Australia's and the world's leading stylists, designers, fashion editors and fashion leaders.
- Individual correction and advice in respect to your ideas and assignments.
- In-depth feedback from your tutor for each assignment.

AND

- Hundreds of tips from fashion makers and leaders.
- Five-minute interviews with leading stylists and industry professionals.
- Working papers and templates for establishing your own freelance styling business.

PLUS

- General tutorials on seeking full-time and freelance employment.
- Tutorials on food styling, visual merchandising and other lesser-known work opportunities within the industry.



Upon completion

YOUR CERTIFICATE OF COMPLETION

The Certificate of Completion for The Professional Photo, Film, TV & Personal Stylist's Course is awarded to successful graduates of this course.

The practical knowledge and experience you will have acquired throughout this course is also of enormous importance. At the end of your course, you will have acquired a level of skill where you can take on any styling assignment you choose.

Your certification will be sent to your postal address within two weeks of your course graduation.

I.D. PASS

In addition, you can apply for your free Australian College of Professional Styling Identification Pass.

This Pass identifies you as a professional stylist and can prove to be an important tool in the course of your work.

You'll also find your Pass may open many doors for you. For example, you can reasonably expect access to many professional exhibitions and professional discounts on many of your expenses including clothing, cosmetics and fashion accessories.

Styling is an adventure
limited only by your own
ambition and interest.





“Every professional stylist was once a complete beginner.”

Do you have what it takes?

What's required of you to become a professional stylist capable of handling any and all assignments?

Other than an interest in styling, the requirements are simple and straightforward:

1. Ambition
2. Enthusiasm
3. The willingness to learn

If you have these qualities, the Australian College of Professional Styling will provide you with the knowledge and skills to ensure your success.

There are no rules to being a successful stylist. You need no specialised skill or qualification other than the desire to succeed. A successful stylist does not have to be gifted. Every professional stylist was once a complete beginner. Success is primarily a matter of knowing how to go about it.

Thousands of online and print publications, fashion companies, advertising agencies, film and television production companies, boutique shops, corporate clients and private individuals rely on freelance stylists. And, with all the styling work that needs to be done, why not?

However, as you'll discover, the need for your styling skills doesn't end here. There is a range of other lucrative freelance and full-time work to be obtained including image consultancy, food styling, visual merchandising, personal shopping and colour consultancy. Remember, even the up-and-coming band needs the right look, and somebody gets paid for providing it.

As you'll also discover, professional styling is a business that goes far beyond creating an image. By the time you complete this course, you will have an intimate knowledge of all aspects of professional styling - from identifying your clients needs and developing your ideas through to the important business side of marketing your professional skills and being paid for your efforts.

What's more, you'll be learning about the industry from the inside, receiving hundreds of tips and little insights from some of today's most successful stylists and fashion leaders. Remember, like yourself, every one of these professionals was once a complete beginner.

Course outline

1. INTRODUCTION TO STYLING

This introduction sets a solid foundation to the exciting and dynamic world of styling. You will be introduced to what it means to style in different environments and for different clients, and be introduced the wide range of opportunities for stylists. You will be presented with the evolution of fashion to help you understand where it's progressing, as well as a handy glossary of terms to prepare you for the rest of this course. Tutorial one concludes with assignment one.

2. ELEMENTS OF STYLE AND TRENDS

Building on tutorial one, this tutorial explores essential knowledge of fashion, to help you understand modern trends. This tutorial explores the relationships between visual balance, colour and fashion, as well as assessing styles and trends. This tutorial also offers a glossary of clothing descriptions, and concludes with assignment two.

3. STYLING SPECIFICS

Tutorial three explores the world of a stylist, from employment, tricks of the trade, to knowing what to expect on a shoot. This tutorial covers the practical elements of working as a stylist, such as understanding and setting fees, as well as working with celebrities and high-end clientele. This tutorial concludes with assignment three.

4. WARDROBE STYLING FOR FILM, TELEVISION AND THE THEATRE

The world of film, television and theatre for stylists is a dynamic and challenging environment, which is explored in tutorial four. This tutorial is the behind the scenes look at what is required of stylists within these environments, and the importance of good styling as part of creating characters and narrative. It also explores on-set etiquette and the practicalities of your work for this sort of styling work. This tutorial concludes with assignment four.

5. THE FLEXIBLE STYLIST

Your work as a stylist challenges you to make yourself available and willing to handle new and important areas of production. These areas and roles are explored in tutorial five, which covers fields such as prop styling, food styling, visual merchandising and retail displays. The tutorial also explores the roles of light and colour within these fields, as well as how to create atmospheres of aesthetic pleasure and intrigue.

6. DO YOU KNOW ABOUT FASHION'S MOST INFLUENTIAL DESIGNERS?

This tutorial builds on previous knowledge to explore fashion's most influential designers. It then goes on to more practical elements of a stylist's work, such as your kit, troubleshooting, working with children and animals, as well as creating your portfolio to land your next job.





“You will be instructed in all aspects of styling by a team of leading Australian and international photo and fashion stylists, image consultants, fashion editors and writers, photographers, art directors and producers.”

7. COLOUR

Tutorial seven explores the power of colour. By an in-depth exploration of colour, you will understand colour theory and psychology, how to assess your client's natural colouring, how to develop colour palettes, the visual effects of colour and how to work with black and white. This tutorial also explores fabrics, how to work with different fabrics and care techniques. This tutorial concludes with assignment five.

8. PERSONAL STYLING

Personal styling is a challenging and dynamic role which you as a stylist can explore. In this tutorial you will learn the basics of what it means to be a 'personal stylist' or 'image consultant'. This tutorial also offers practical advice on how to deal with clients, understanding their needs and their body, individual features, developing a core wardrobe, working with accessories and looking rich on a budget. This tutorial concludes with assignment six.

9. MALE MAKEOVERS

Dressing males offers unique challenges which you as a stylist need to prepare for. This tutorial will equip you with knowledge such as body analysis, dressing for work and leisure, making impact, different cuts of male clothing, as well as practical tips and advice for helping male clients with style, colour and maintenance. This tutorial also covers grooming, skin and hair care, make-up and quick fix solutions.

10. COMMUNICATING YOUR IDEAS

All this knowledge will be rendered almost useless without the ability to effectively express your style ideas. This tutorial covers creating mood and concept boards and adapting traditional designer's tools for visual communication, to effectively express and communicate to your clients. You will be guided on using and building on experience to build confidence and your portfolio, as well as how to record and format necessary details accurately.

11. THE ONLINE STYLIST

The internet is a vital tool for the freelance stylist. This tutorial shows how to promote yourself and your business online, through websites and blogging. It offers tips on optimising your blog with search engines, as well as marketing essentials. This tutorial encourages you to think about your career path, as well as offering a final glossary for professional stylist. This tutorial concludes with assignment seven.

12. BUSINESS FOR STYLISTS

To make sure you excel as a stylist, tutorial twelve is a practical guide on building your styling business. It explores marketing, retaining and creating clients, getting booked, managing your portfolio, business aspects such as invoicing, pricing and keeping records. To conclude, this tutorial offers a course summary, and assignment eight.

*Course contents may vary from time to time at the discretion of the Australian College of Professional Styling.

Course fees

The Australian College of Professional Styling is an affordable and accessible way to pursue your styling career. With flexible payment options and course guarantees, this Course allows you to study with ease and peace of mind. Because the Course is provided entirely online, you can study from anywhere in the world.

**For a limited time only course fees are reduced!
AU \$795 (usually \$1095). NZ \$995 (usually \$1295).
Pay upfront and receive a \$50 discount.**

For your assurance, we offer a 7-day refund period. This allows you to examine the first tutorial with for seven days. If you decide for any reason not to proceed, email the Academy within this period, and we will provide you with a full refund of any fees paid.

FULL PAYMENT OPTION - AU\$

\$745 total course investment.
\$50 discount for upfront payment.

FULL PAYMENT OPTION - NZ\$

\$945 total course investment.
\$50 discount for upfront payment

BASIC PAYMENT PLAN - AU\$ SPLIT OVER 2 PAYMENTS

\$195 deposit to reserve your position in the course. **\$600 balance** payable seven days after course commencement.

BASIC PAYMENT PLAN - NZ\$ SPLIT OVER 2 PAYMENTS

\$200 deposit to reserve your position in the course. **\$795 balance** payable seven days after course commencement

3 MONTH EASY PAYMENT PLAN - AU\$

\$195 deposit to reserve your position in the course. **\$200 monthly** for three months.

3 MONTH EASY PAYMENT PLAN - NZ\$

\$200 deposit to reserve your position in the course. **\$265 monthly** for three months.

6 MONTH SUPER EASY PAYMENT PLAN - AU\$

\$195 deposit to reserve your position in the course. **\$100 monthly** for six months.

6 MONTH SUPER EASY PAYMENT PLAN - NZ\$

\$200 deposit to reserve your position in the course. **\$132.50 monthly** for six months.

We accept MasterCard and Visa (both credit and debit cards).

If you would like to discuss an alternative payment plan, please email the College at registrar@australiancollegeofprofessionalstyling.com



ENROL NOW
click here



ENROL NOW
click here



10 good reasons to get into professional styling

1. **Exciting work opportunities:** There are usually more jobs for competent stylists than there are stylists to fill them. This means people are willing to pay for your knowledge and skills.
2. **Work freedom:** As a stylist, you can operate from home on a full or part-time basis. Or, make your work as a stylist a profitable sideline.
3. **Explore your creativity:** A vast range of individuals and companies rely on the stylist to assist in creative projects. The experience of working alongside other creative professionals is exciting and rewarding.
4. **Share your flair:** You'll have the required knowledge and skills to assist family, work mates and friends. Watch the interest when you say: 'I'm a qualified stylist'.
5. **Industry only benefits:** Professional stylists also enjoy great professional benefits. For example it's common for professional stylists to be offered valuable discounts on clothing, cosmetics and fashion accessories. With the right knowledge you can also gain entry to 'professional only' showings, exclusive trade shows and fashion expos.
6. **Grow from what you've got:** Freelance styling is one of the few businesses you can start for next to nothing and reasonably expect immediate income. This is an easy way to become self-employed whatever your current lifestyle. Basically you can set your own schedule and work as much or as little as you choose. We'll show you how.
7. **Be paid for what you love:** You will be getting paid to provide help you'd probably do for fun anyway.
8. **You can specialise in your passion:** Work on developing your own niche market.
9. **Meet new people:** This is a profession that puts you in touch with interesting people and allows you to do interesting things.
10. **You'll also find it fun.**

“All you need is the desire to succeed.
And, success relies on knowing how to
go about it.”

Our guarantees

Our first guarantee is simple and straightforward. We do not accept students into this course unless we have a reasonable expectation that they are capable of completing the course. As such, please ensure you provide details in the Tutor Information section of your application.

However, if at the end of the course the Examining Board feels the Certificate of Completion should be withheld, the course will be extended at no cost. If, after a further period of tuition determined by your Tutor, you have still not reached a stage where the certificate can be awarded, your course fees will be refunded in full.

It is mutually agreed however, you must complete the course and demonstrate reasonable effort throughout to be eligible for any refunds.

We are also proud to offer you these other guarantees:*

1. **7-day refund period.** This allows you to examine the first tutorial for seven days. If you decide for any reason not to proceed, email the College within this period and we will provide you with a full refund of any fees paid.
2. **We guarantee we will continue to work with you after graduation if required.** If you are serious about seeing your work come to life, we're serious about assisting you to achieve success.
3. **We'll also continue working with you until you see your first payment.** We'll also continue to work with you until you receive your first payment, even if it takes a year!

In constructing this course, the Australian College of Professional Styling has created one of the few opportunities for those not currently involved in the industry to become paid professionals with a range of work opportunities at their fingertips.

This course takes you through every aspect of the profession - from developing styling concepts and making them a reality, through to the important business aspects of establishing your freelance consultancy or finding employment.

Remember, you need no specialised skill or qualification to become a successful stylist. All you need is the desire to succeed. Success relies on knowing how to go about it.

We'll show you how!

*Please refer to the enrolment terms & conditions.





Start your next adventure

Positions on the course are strictly limited and fill quickly. Secure your position today. Simply click on the 'Enrol Now' button below to indulge your creative side.

Please ensure you also complete the Tutor Information section. This allows the College to assess your application more quickly and also provides us with valuable background information about yourself and what you want to achieve.

Your course material will be emailed to you weekly or fortnightly depending on your choice.

Tutorials are sent in simple PDF format. You can change the delivery pace of the course at any time, and a fully flexible time frame means there are no due dates so you set your own pace. You can take up to one year to complete your course work.

As the course progresses, we will forward your assignments to your personal tutor. Your tutor will endeavour to provide a comprehensive response to your assignment material within three to five working days (sooner, where possible).

Enrol now to start your next adventure.



ENROL NOW
click here



ENROL NOW
click here

About the Australian College of Professional Styling



The Australian College of Professional Styling is a division of Australian News and Features Service Pty Limited. Our directors and principals have been involved in all aspects of media work, training and distance education for some 30 years.

We are an international training company with students in more than 80 countries and territories. The principles of professional styling are similar the world over. However our course has been individually revised and designed to suit the needs of students living and working in Australia. Your Certificate of Completion and your Australian College of Professional Styling I.D Pass are posted to you when you successfully complete your course.

Through online course delivery and email communication, the College is able to assist you every step of the way.

The Professional Photo, Film, TV & Personal Stylist's Course is designed as a structured training program.

Australian News and Features Service Pty Limited

507 Eastpoint Tower
180 Ocean Street
Edgecliff NSW 2027
www.austnewsandfeatures.com

Australian College of Professional Styling

info@australiancollegeofprofessionalstyling.com
www.austcollegeprofessionalstyling.com
T: 02 9327 7778

Director
Jan Morris

Primary Course Writer
Katharine Morris

Senior Tutor
Trish Murray

OUR SISTER COLLEGES



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