



# STUDY ABROAD - FASHION DESIGN SEMESTER

## PARIS

13 de janeiro de 2025  
29 de setembro de 2025  
inglês

## FLORENÇA

13 de janeiro de 2025  
24 de fevereiro de 2025  
22 de setembro 2025



# FASHION DESIGN

**A pesquisa é fundamental para construir um estilo individual e criar criatividade.** Este curso semestral de Design de Moda abrange habilidades em ilustração de moda e construção de vestuário, bem como investiga a envolvente indústria da moda através de pesquisa efetiva, a base para qualquer coleção de moda. Dirigido a estudantes com pelo menos um ano de estudos anteriores de graduação em design de moda, acessórios de moda ou campo similar, este curso inspirador de curta duração encoraja os participantes a desenvolver seu próprio estilo de assinatura ou "linguagem visual", bem como horizontes de expansão para o crescimento pessoal e futuro desenvolvimento de carreira.

## FOCO DE APRENDIZAGEM

### SEMESTRE 1

- Revigoração de Marca
- Tecidos e Materiais
- Ilustração de Moda
- Perspectivas Contemporâneas Sobre a Moda e a Cultura

### SEMESTRE 2

- Construção
- Ilustração de Moda 2
- Estilo Pessoal
- Comunicação Visual
- Perspectivas Contemporâneas Sobre a Moda e a Cultura 2

# ABOUT MARANGONI

Over the past years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni undergraduate programmes prepare students with the necessary knowledge and know-how approach in order to enter a professional career in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Multimedia Arts, Interior Design, Product Design, Art History and Culture.

## PROGRAMME INFORMATION

### ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate and Transcript\*

\*The recognition of credits obtained within their Semester experience will be evaluated and then confirmed by their own University.

### EDUCATIONAL APPROACH

- to develop flexible approaches to programme delivery and student support which reflect the needs and expectations of our students;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to develop the students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

## **CONTENTS' OVERVIEW**

### **Programme Aims:**

Study abroad programmes provide an opportunity to see the world, experience new cultures, learn a new language, visit neighbouring countries, and make new lifelong friends. Study abroad semester programmes at Istituto Marangoni offer students a chance to experience different styles of education and learn key skills from international experts in the field. The study abroad level is structured and taught at year two of a threeyear undergraduate programme. According to the chosen programme, credit transcripts or class (contact) hours are awarded on successful completion. Programmes are offered twice a year. The content may change with each start date to offer a wider range of subjects, giving students the opportunity to choose the programme that best suits their needs. This semester programme in Fashion Design covers skills in fashion illustration and garment construction, as well as investigating the engaging fashion industry through effective research, the basis to any fashion collection. Aimed at students with at least one-year previous undergraduate study in fashion design, fashion accessories, or similar field, this inspiring semester programme encourages participants to develop their own signature style or 'visual language', as well as broadening horizons for personal growth and future career development

### **Programme Learning Outcomes]**

Students successfully completing the Semester Abroad programme in Fashion Design will have developed:

- A sound understanding of the principles involved in the design process used in the fashion industry and how to apply these principals to fashion product development;
- A detailed understanding of the new fabrics and technologies that support the changes within the fashion industry;
- The fundamental knowledge and understanding with a critical awareness of current trends and design ranges;
- An understanding of the cultural, social and environmental drivers and their impact on the fashion design industry;
- The ability to evaluate the appropriateness of different approaches to problem solving.

## **STUDY PLAN**

### **Fashion Design Semester Abroad • October start**

#### Term 1 • Fashion Brand Exploration unit

Subjects	Total Hours	IM Credits
Fashion Brand Exploration	40	30 (equivalent to 15 ECTS credits)
Pattern Cutting Skills	40	
Digital Design	20	

#### Term 2 • Art & Fashion Exploration unit

Subjects	Total Hours	IM Credits
Art and Fashion Collection	40	30 (equivalent to 15 ECTS credits)
Pattern Cutting Skills 2	20	
Digital Design Skills	20	
Clo3D	20	

#### Term 1 and 2 • Fashion, Art and Cultural Context unit

Subjects	Total Hours	IM Credits
Fashion, Art and Cultural Context	40	20 (equivalent to 10 ECTS credits)

### **Fashion Design Semester Abroad • January start**

#### Term 2 • Art & Fashion Exploration unit

Subjects	Total Hours	IM Credits
Art and Fashion Collection	40	30 (equivalent to 15 ECTS credits)
Pattern Cutting Skills 2	20	
Digital Design Skills	20	
Clo3D	20	

#### Term 3 • Personal Style Development unit

Subjects	Total Hours	IM Credits
Personal Style Development	40	30 (equivalent to 15 ECTS credits)
Pattern Cutting Skills	20	
Visual Communication	20	
Clo3D	20	

#### Term 2 and 3 • Fashion, Art and Cultural Context unit

Subjects	Total Hours	IM Credits
Fashion, Art and Cultural Context	40	20 (equivalent to 10 ECTS credits)



### Fashion Design Semester Abroad - October start

#### Fashion Brand Exploration unit

In the unit Fashion Brand Exploration the students gain a broad understanding of the fashion industry and how to focus on a single brand. Students will plan and develop a range for a brand based on in-depth primary and secondary research. When designing the collection, they will investigate the brand from a global socio-economic, ethical and sustainable perspective, thereby designing a collection for a clearly identified market segment. Students will learn to use creative cutting, fabric manipulation, knits, prints and weaving in their garments. They will be asked to investigate raglan and kimono sleeves as well as to explore the technical construction of outerwear. This will enable the student to apply the knowledge gained in creating more complex garments based onto original designs. Theoretical studies of culture, art and design will provide the students with the necessary skills to make a critical assessment of a brand's heritage, lifestyle and legacy as well as creating an awareness for the contemporary market and context. Through the introduction of CAD skills such as Photoshop and InDesign, the collection will be presented in a professional and creative manner that is appropriate to the brand. The objective of pattern cutting will be focused on teaching techniques more evolved compared to the first year and to enrich the student's overall experience of garment realisation.

#### Art & Fashion Exploration unit

In the unit Art And Fashion Exploration the students will design a collaborative fashion collection based on a fashion label and an artist. Within this unit they will be expected to show their creative journey, how they have generated ideas and show their individuality and personality within the project without losing the identity of the brand and artist. The collection will be represented in the final collection they show at the end of the unit. The fashion collection will be separated in one part womenswear and another part menswear. Students also explore accessories and create a small collection to compliment and support the collection proposal. While designing the collection, students will explore and research the world of both the brand and the artist they select. They will investigate how the artist can work with and contribute to the brand with the view to add to the brand's awareness, while reflecting on sustainability and ethical issues. In Pattern Cutting Skills students will focus on multiple techniques more evolved for the creation and experimentation of shapes and volumes on the

stand. This will enable the students to apply the knowledge gained in creating more complex garments based on their own designs. The toiles will be fitted on a model at the end of the unit. In Digital Design Skills the students will expand their knowledge of Adobe Photoshop and Adobe Illustrator and explore rendering, layout and technical drawing techniques to support research and design subject.

### **Fashion, Art and Cultural Context unit**

The unit Fashion, Art And Cultural Context will introduce students to a comprehensive critical analysis and evaluation of fashion intended as a socio-cultural global phenomenon and provide them with the theoretical knowledge necessary to interpret fashion practices in relation to art movements and other cultural manifestations. This unit will adopt a diachronic approach to the study and evolution of fashion practices since the Industrial Revolution; nonetheless, whenever appropriate it will also adopt a thematic approach aiming at exploring the relationship established between fashion, art and the cultural framework within which these operate. On completion of the unit students will have attained a sense of the cultural and global dimension of the fashion industry, together with the challenging yet close relation it has established with art and have developed an informed sensibility with regards to all the above.

### **Fashion Design Semester Abroad • January start**

#### **Art & Fashion Exploration unit**

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more complex garments based on their own designs. The toiles will be fitted on a model at the end of the unit. In Digital Design Skills the students will expand their knowledge of Adobe Photoshop and Adobe Illustrator and explore rendering, layout and technical drawing techniques to support research and design subject.

### **Personal Style Development unit**

In the unit Personal Style Development students will experiment independently and produce samples of design ideas while using technologies to inform a range plan. The work will be based on their personal concepts and a broad research. Students will learn to liaise and collaborate successfully with professionals, e.g. seamstresses and fabric suppliers in the field. When designing the collection, the students will be taught to conduct primary and secondary research from a variety of sources. Researching and applying a contemporary design philosophy and using experimental methods in the field of prints, fabrics and technologies allows the students to design an Avant-Garde fashion collection with originality and personality. In Pattern Cutting students will learn and apply creative and innovative pattern cutting and draping techniques. They develop various ways of resolving sampling issues.

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## **TEACHING AND LEARNING METHODS**

### **Programme teaching methods**

The programme is designed to facilitate the development of a student who will be highly employable and will allow them to investigate and develop their strengths. The programme will present students with a variety of approaches to



learning and assessment strategies that will promote intellectual, imaginative, analytical and critical judgement. It will allow students to develop understanding as well as their presentation and communication skills, which they will be able to demonstrate in a variety of forms. A combination of different learning and teaching methodologies are employed in order to promote reflective learning and develop generic transferable skills.

**Methods include:**

- projects to encourage independent learning through investigation, enquiry and problem solving
- group project to enhance interpersonal and collaborative skills;
- tutorials and group tutorials to facilitate shared experiences and best practice;
- seminars, formal lectures and workshops;
- study, trips, external projects and competitions present the students with another dimension to their learning experience;
- guest speakers provide the students with a full, broader and real prospective to their specialist field of study.

Students will have the opportunity to demonstrate their achievement of the intended learning outcomes through a variety of tests appropriate to their field of study.

**Programme Specific Assessment Criteria:** The methods of assessment used give breadth and depth, which allow for both the formative and summative assessment of every student at each stage of the programme. The programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Different forms of assessment can, and where appropriate should, be used to test different types of skills and learning.

**Formative Assessment:**

Formative Assessment informs both teachers and students about student understanding at a point when timely adjustments can be made. In formative assessment students could be involved in the assessment process.

These formative assessment situations will also give students an opportunity to learn to critique the work of others. Some of the instructional strategies that will be used formatively include the following:

- criteria and goal setting: asking students to participate in establishing what should be included in criteria for success;

- self and peer assessment: with peer evaluation, students see each other as resources for understanding and checking for quality work against previously established criteria;
- student record keeping: helps students better understand their own learning as evidenced by their classroom work. This process of students keeping ongoing records of their work not only engages students, it also helps them, beyond a “grade,” to see where they started and the progress they are making toward the learning goal.

**Summative Assessments:** These assessments are a means of gauging student learning, at a particular point in time, relative to established marking criteria.

Summative assessments can occur during as well as at the end of each subject and concentrate on specific evidence of student work, examples as follows:

**Portfolio Assessment** > is used to assess a variety of projects that have been developed throughout the course.

**Practical Coursework** > allows the students to demonstrate their understanding and application of practical areas of study.

**Written Reports** > are required in some study areas, where a clear and structured brief is provided and the students are asked to submit work to be marked independently and anonymously by staff. **Formal Examinations** > are required in some study areas.

**Presentations** > are used in some subjects to allow the student to develop their professional communication and presentation skills.

**Student Projects** > are used when the student is required to submit work to be marked independently and anonymously.

## **COURSE SPECIFIC ADMISSION REQUIREMENTS**

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award. Admission requirements are listed below:

- Admission requirements are listed below:
- Completed the first year (L4) of an Undergraduate Bachelor programme in Fashion Design or similar;
- For non English/French/Italian native speakers: certificate of language skills, level b1 of Common European Framework of Reference with specific requirements (e.g. IELTS 5.0 without elements below 4.5);
- Portfolio;

- Good knowledge of pattern-making and fabrics;
- Drawing skills;
- Signed personal statement.

The Admissions Manager coordinates and supports the subject specific Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate). (Admission requirements are subject to change in order to comply with entry requirement regulations).

## **STUDENT SUPPORT STRATEGY**

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:

- Programme Leaders: the first point of call to acquaint students with regulations and issues arising on the programme;
- Student Support Officers for student referral where appropriate;
- programme and student handbooks;
- induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;
- student group representatives (student voice).

### **Student Support Officers**

A dedicated Student Support Officer is available for all students on the programme. For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties. For matters of pastoral care the Student Support Officers will help in:

- finding their way around;
- time management;
- dealing with stress, or absences;
- getting the best from the course;
- understanding and applying school rules;
- future study options or other issues.

One-to-one appointments may be made by phone, through the school receptionists, or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.