ONE YEAR - GLOBAL FASHION

PARIS

20 de janeiro   inglês

29 de setembro

GLOBAL FASHION

Através de uma abordagem global e de imersão completa no assunto, este curso dinâmico oferece a oportunidade de se envolver na indústria tanto de uma perspectiva criativa quanto empresarial. Atenção especial é dada a habilidades-chave, como design de moda e desenvolvimento de coleções, styling de moda e direção criativa, e estratégias de negócios e marketing de moda. O objetivo geral do curso é introduzir os participantes a uma futura carreira na moda ou prepará-los para estudos avançados na área. Os participantes são introduzidos ao design de moda através de tarefas práticas e projetos, como ilustração de moda e construção básica de roupas, criando e projetando uma coleção básica. Enquanto isso, na área de negócios de moda, o curso apresenta conceitos-chave em marketing, finanças básicas, gestão de marcas e estratégia digital para redes sociais e e-commerce. Além das técnicas contemporâneas de comunicação visual que cobrem canais de mídia digital, o papel do styling de moda explora o empolgante mundo dos ensaios fotográficos e diferentes e inovadoras formas de apresentação e edição de imagens digitais de moda. O curso oferece uma visão geral ampla do sistema e da indústria da moda, incluindo a história da moda e a estética e cultura contemporâneas. Além disso, os participantes ganham uma base sólida nos métodos de treinamento do Istituto Marangoni em várias disciplinas e experienciam a abordagem de aprendizado intensivo no nível de graduação, abrangendo várias tarefas acadêmicas, incluindo habilidades de apresentação e metodologia de pesquisa. Para que os participantes alcancem os níveis necessários de habilidade e rigor acadêmico exigidos no ensino superior, o curso também visa aprimorar o pensamento crítico e independente e, por fim, ajudar a identificar onde está sua verdadeira paixão. A atenção é dada à conexão desses importantes 'pilares' da indústria da moda: design, negócios e styling, e ao entendimento e desenvolvimento das características principais do estudo acadêmico.

istitutomarangoni   design mundo afora

O objetivo do curso é desenvolver uma abordagem individual para expressão criativa e pensamento conceitual, com os participantes criando sua 'própria marca e estética de moda', concluindo com um portfólio amplo e individual de trabalhos nas principais disciplinas da moda.

FOCO DE APRENDIZAGEM

- Ilustração de moda e design de coleção
- Corte e construção
- Comunicação visual
- Desenvolvimento e análise de styling
- Metodologia de pesquisa
- Canais de comunicação de marketing
- Marketing digital e novas mídias
- Princípios de negócios e gestão em moda
- PR de moda, promoção e publicidade
- História da moda e cultura contemporânea
- Ilustração de moda e design de coleção

ABOUT MARANGONI

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian, and international fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills, Istituto Marangoni also provides short preparatory courses covering a variety of fashion, design, and creative processes, put together for personal enrichment and enjoyment, or for aspiring creatives who may be considering further study.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate of Attendance

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

Curriculum
Participants are introduced to fashion design through hands-on tasks and projects such as fashion illustration and basic garment construction, putting together and designing a basic collection. Meanwhile in fashion business the course introduces key notions in marketing, in basic finance, in brand management and in digital strategy for social media and e-commerce.

As well as contemporary visual communication techniques covering digital media channels, the role of fashion styling takes a look into the exciting world of photo-shoots, and of different and innovative ways in presenting and editing digital fashion images. The course moves through a broad overview to the fashion system and industry, including the history of fashion and contemporary aesthetics and culture. Furthermore participants gain a solid foundation in Istituto Marangoni training methods in multiple subjects, and experience the intensive learning approach set at undergraduate level, overarching various academic tasks including presentation skills and research methodology. In order for participants to reach the necessary levels of skill and academic rigour required in higher education, the course also aims to enhance critical and independent thinking, and ultimately, help them identify where their true passion lies. Attention is given to linking these important 'pillars' of the fashion industry; design, business and styling, and to understanding and developing the principle characteristics of academic study. The objective of the course is to develop an individual approach to creative expression and conceptual thinking, with participants creating their 'own brand and fashion aesthetic', finishing with a broad and individual portfolio of work in key fashion disciplines.

STUDY PLAN

Code	Status	Unit Title
BGF	Core	Basics of Global Fashion
DGF	Core	Developing Global Fashion
FFP	Core	Final Fashion Project

LEARNING OUTCOMES

Educational Outcomes
On successful completion of their course of study students will be able to:
- apply skills of critical analysis to real world situations within a defined range of contexts;
- demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self management; · express ideas effectively and communicate information appropriately and accurately using a range of

media including ICT;

- develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives;

manage their professional development reflecting on progress and taking appropriate action;

- find, evaluate, synthesise and use information from a variety of sources;
- articulate an awareness of the social and community contexts within their disciplinary field.

Programme-Specific Learning Outcomes

Students who successfully complete this specific

- acquire knowledge about how fashion and luxury companies apply different marketing strategies in the International markets;
- assess processes associated with the fashion and luxury industry and their value in the production system;
- evaluate economic performance through the analysis of company accounts;
- assess product development from design to planning of a fashion collection;
- develop communication and visual merchandising campaigns to increase product and brand visibility;
- organize, manage and develop a retail network through targeted market knowledge.

TEACHING AND LEARNING METHODS

Programme 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 leaning 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.

ASSESSMENT STRATEGY

Course 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.

Assessment methods to support learning:
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 is some study areas, where a clear and structured brief is provided and the students are asked to submit work to me marked independently and anonymously by staff. **Formal Examinations >** are required is 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. Candidates must have a sufficient command of the English or the chosen language of the course to be able to meet the requirements of the programme in every respect.

When considering the suitability of an applicant for a place on the programme the Admissions team will usually take the following factors into account:

- the applicant's qualifications (High School Diploma or equivalent school certificate);
- the applicant's personal statement;
- a portfolio of work (if appropriate to the subject).

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. A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress. 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.