SHORT COURSE FASHION DESIGN

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inglês

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FASHION DESIGN

Este curso curto fornece uma introdução aos fundamentos do design de moda, como formular ideias e traduzi-las em uma representação visual. Os participantes serão apresentados às noções principais do processo de design de moda, às técnicas básicas de desenho e ilustração, e ao estudo de tendências. O curso também explora o papel do designer de moda, com os participantes trabalhando em pesquisas criativas para uma coleção de design individual por meio de uma abordagem de aprendizagem vocacional.

SEMANA 1

O início do curso introduz técnicas de desenho e design de moda, seguidas por uma análise dos princípios fundadores do desenvolvimento de uma coleção de moda, incluindo: silhueta, gráficos de cores, tecidos e acessórios, até o design e a criação de roupas. Os participantes terão então uma introdução a silhuetas, paletas de cores, o uso adequado de tecidos, e as considerações financeiras principais de design para a moda.

SEMANA 2

Partindo da pesquisa criativa para promover a inspiração pessoal, os participantes são orientados a desenvolver silhuetas básicas e coordenar roupas com seleção de tecidos e cores. O foco na pesquisa das tendências analisa suas origens juntamente com a relevância do mercado e faz uma breve análise sobre como as tendências influenciam uma coleção contemporânea.

SEMANA 3

A partir do tema escolhido, os participantes criam uma coleção básica com o suporte das relativas informações técnicas, incluindo paleta de cores, materiais de inspiração e moodboard. Ao colocar em prática os conhecimentos adquiridos durante as semanas anteriores, os participantes irão preparar uma apresentação de seu trabalho, criando um portfólio final que depois possa ser avaliado de acordo com uma visão holística.

ABOUT ISTITUTO MARANGONI

Over the past 80 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 short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate

EDUCATIONAL APPROACH

Istituto Marangoni's academic approach is shaped by the following educational aims:
- Develop a flexible and updated approach to programme delivery and student support which reflect the needs and expectations of all students;
- Provide a supportive and inclusive learning environment which will enable success for all learners;
- Encourage and nurture the development of students' intellectual and imaginative powers, Creativity, independence, critical self-awareness, imagination and soft skills that will enhance Global employment opportunities in all programmes;
- 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;
- Provide a learning experience that is informed by research, scholarship, reflective practice and engagement with the industry and the professions.

STUDY PLAN

Subjects
Fashion Design
Graphic Design
Trends Analysis
Fabrics and Materials
Fashion Marketing and Communication
Fashion Product Analysis

CONTENTS' OVERVIEW

Curriculum

This short course provides an introduction to the fundamentals of fashion design, how to formulate ideas and translate them into a visual representation. Participants will be introduced to key notions in the fashion design process, to basic drawing and illustration techniques, and the study of trends. The course also explores the role of the fashion designer with participants working on creative research for an individual design collection via a vocational learning approach.

Week 1

The start of the course introduces fashion drawing and design techniques followed by an analysis of the founding principles of developing a fashion collection including: silhouette, colour charts, fabrics and accessories, right through to the design and creation of outfits. Participants are then introduced to the silhouette, colour palettes, the appropriate use of fabrics, and the principle financial considerations of designing for fashion.

Week 2

Starting from creative research to foster personal inspiration, participants are guided to develop basic silhouettes and coordinate outfits with fabric and colour selection. The focus on trend research looks into its origins together with market relevance, and a brief analysis on how trends influence a contemporary collection

Week 3

Based on inspiration linked to a selected theme, participants put together a basic fashion design collection supported by appropriate technical information, including colour charts, inspirational materials or mood board. Participants put into practice the acquired knowledge from the previous weeks and prepare a presentation of their work as a basic collection portfolio, to receive a final holistic critique.

LEARNING OUTCOMES

Programme-Specific Learning Outcomes
On successful completion of the Fashion Business short course, students will be able to:
- know how to implement drawing approaches in order to represent effectively a creative idea;
- demonstrate the ability to undertake primary and secondary research, in the development of design ideas;
- become familiar with the basic financial and commercial considerations of collection design;
- support creative ideas with appropriate technical information;
- create a contemporary collection referencing current trends and influences relevant to the target market.

ASSESSMENT

Formative Assessments:
This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments: These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:

Portfolio Assessment > is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

Practical and class-based projects > allow students to apply their theoretical understanding of a specific subject area.

Written Reports > are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing.

Presentations > are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate

STUDENT SUPPORT STRATEGY

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;
- Managing their time;
- Dealing with stress;
- Getting the best from their course;
- Understanding and applying the school's rules;
- Anything else the officers can advise on.

One-to-one appointments may be made by phone, in person (by contacting reception) or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

STUDENT FEEDBACK

Student feedback is essential to programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies. Istituto Marangoni gathers student opinion in a variety of ways, which may include the the following: · Informal contact with the Tutor, through appointments with academic staff; · Issues will be taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report; · Formal Student Representation; · Final Questionnaire (at the end of a study cycle); · NPS (Net Promoter Score) Questionnaire (at the end of each academic year). It would be desirable that students provide details of their identity when giving constructive feedback on the course and teaching methods. There might be occasions when that is not appropriate and Istituto Marangoni recognises such exceptions. In these instances, the programme teams and central support services will ensure that anonymity and confidentiality are respected.