

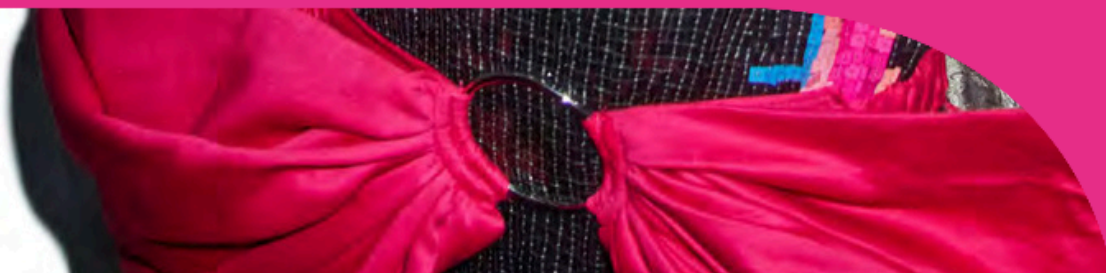
BA FASHION DESIGN & ACCESSORIES

DUBAI

30 de setembro de 2024

20 de janeiro de 2025

inglês



FASHION DESIGN & ACCESSORIES

Criando novos ícones de desejo. Acessórios são os novos objetos de desejo da moda e fazem a diferença em uma coleção vencedora e no nome de uma marca. Torne-se totalmente qualificado nas mais recentes técnicas de design de moda e acessórios e expanda suas opções de carreira. Abrangendo o design de roupas e acessórios, esses cursos de três anos em tempo integral incentivam o estilo e a criatividade individual, ao mesmo tempo que oferecem a chance de se tornar um designer de moda multifacetado. Os participantes começam estudando a linguagem do prêt-à-porter, progredindo por todas as etapas do processo de design, incluindo esboços manuais, ilustração de moda e design digital, além de modelagem, corte de padrões e construção, até a peça ou produto final – por meio de um estudo profundo de todas as etapas do desenvolvimento de coleção. Focando no cenário contemporâneo da moda, o curso oferece aos alunos a oportunidade de investigar os valores agregados e as características intrínsecas dos acessórios, roupas ou produtos de moda, compreendendo como projetar itens que geram desejo. Durante o curso, os participantes são incentivados a experimentar novos materiais e tecnologias, aprendendo, ao mesmo tempo, o uso de combinações extravagantes de tecidos, recursos renováveis e sustentáveis, impressão 3D ou técnicas de corte experimentais, bem como avaliando detalhes e adornos de tecidos que fazem a ‘diferença’ para uma coleção vencedora. Pesquisas sobre a história da moda e cultura e referências históricas na arte e no vestuário aprimoram ainda mais o pensamento criativo, enquanto as habilidades de comunicação proporcionam uma abordagem profissional na negociação e apresentação de ideias finais de design para empresas e novos clientes. O curso de três anos em Design de Moda & Acessórios é baseado em vários métodos de ensino e aprendizagem, incluindo: seminários, tutoriais, workshops, aulas presenciais, workshops de TIC, projetos em grupo e pesquisa individual. Os participantes aprenderão sobre as técnicas de design e, ao final do primeiro ano, serão capazes de ilustrar suas ideias de uma forma que atenda aos padrões do estilo contemporâneo.

Eles podem realizar um projeto de pesquisa específico sobre um tema de moda, criando Livros de Pesquisa com fotografias, desenhos, colagens, amostras de tecido e outros elementos necessários para projetar suas primeiras ideias criativas. Os alunos também aprenderão a usar os softwares gráficos mais utilizados, ferramentas de design digital e técnicas de comunicação visual.

POSSÍVEIS CARREIRAS

- Designer de moda
- Designer de acessórios
- Ilustrador de moda
- Gerente de produto
- Previsor de tendências/Especialista em análise de tendências

FOCO DE APRENDIZAGEM

- Desenho de moda e ilustração (2D, 3D)
- Prototipagem (laboratório e oficina), corte de padrões, maquete
- Habilidades de comunicação visual e apresentação profissional
- Design digital e impressão 3D
- Estudo de tecidos e materiais
- Portfólio profissional de design e coleção
- Marketing e negócios de moda
- Análise e estratégias da moda contemporânea
- História do luxo e herança de marca

ABOUT ISTITUTO MARANGONI

Over the past 85+ 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 courses prepare students with the necessary knowledge and know-how 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, Visual Design, Art History and Culture.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Participants who successfully complete this course will be awarded a BA Degree - accredited by CAA (Commission for Academic Accreditation). Participants will obtain 180 credits. Students who have completed their high school diploma in 12 years will be required to sit for the Foundation year, and then they will earn 240 ECTS.

CONTENTS' OVERVIEW

Curriculum

The BA (Hons) Fashion Design and Accessories course provides you with the skills and knowledge in design, pattern, and garment technology, responding to the changing needs of the industry. You will be equipped in dealing with existing and emerging technologies in today's apparel and accessory industry, and have strong fundamentals of core skills in design, realisation, and fashion theory. Through a variety of project briefs, you will be able to question, test and redefine your approaches across research, analysis, experimentation, and development. The creative outputs gained from this course, will be generated using both physical and digital means, encouraging innovation and originality. The course will also support your practical and intellectual development linking to elements such as the emerging metaverse.

The course will also support your practical and intellectual development linking to elements such as the emerging metaverse. In addition, you will explore the nature of entrepreneurship and innovation in both theory and practice, with specific attention to contemporary markets and upcoming digital environments. This course encompasses the inspirational, and experimental elements of the fashion creative industries and beyond. With a focus on enhancing and curating individual creative processes, and polished yet contemporary creative outcomes via multiple visual expression and 3D techniques. We focus on evolving Accessories collections conception and technical solutions. With your projects seeking to drive meaningful change in the discipline through informed, researched, and detailed proposals combined with an intuitive vision, and solid research and design skills embedded in a creative strategy. Through an in-depth immersion into industry practice, both in terms of simulated scenarios and real projects, you can expect to gain practical skills in an environment where you will have the opportunity to plan and organise contemporary Accessories fashion practice-based content, as well as explore the fashion network industry on a global scale.

When considering the industry today, practical skills, and the links to elements such as sustainability are reflected upon heavily. We introduce you to the journey of an informed circular economy, and ethical practices while conceiving, planning, designing, and producing an Accessories collection. The creative outputs gained from this course, will be generated using both physical and digital means. An extensive research methodology for each output will also be supported by rationale. This course looks at collection and prototype creation, but also enhances the overall creative journey and investigation of trends, using visual and oral communication to inform decisions and outcomes. You will progress by undertaking a series of creative and commercial projects, which will contribute to the execution of an Accessories professional portfolio and a product range proposition, which represents your individual creative style.

Finally, a portfolio of works will be presented to support the final project, which for the students is a point of arrival enabling them to communicate their ideas effectively and preparing them to deal with the main players in the fashion industry: customers, employers, and sponsors. Indeed, at this point, the students can aspire to work as professionals in the men's, women's or accessories segments.

STUDY PLAN

Semester	Disciplinary Fields	Lesson Type	Lesson Hours	Study Hours	Total Hours	ECTS	Hours/credits ratio	Type of Assessment	Number of lessons
I / II	Language - General Skills	T	75	175	250	10		E	30,0
I / II	Language - Fashion & Design Fields Terminology	T	75	175	250	10		E	30,0
I	Global Culture & Contextual Studies	T	38	88	125	5	25	E	15,0
I	Design Methods	TP	38	38	75	3	25	E	15,0
I	Fine Arts Studies	T	30	70	100	4	25	E	12,0
I	Visual Design Workshop	TP	38	38	75	3	25	E	15,0
I	Product Workshop	TP	50	50	100	4	25	E	20,0
II	Fashion Design Workshop	TP	75	75	150	6	25	E	30,0
II	Italian Creative Culture	T	38	88	125	5	25	E	15,0
II	Fundamentals of Sustainability in Design	T	23	53	75	3	25	E	9,0
II II	Entrepreneurial Mindset	T	30	70	100	4	25	E	12,0
Total	Creative Production	TP	38	38	75	3	25	E	15,0
			545	955	1500	60			

Year 1

Subject Code	Subject	Credits CFA (ECTS)
ISSC/03	Fashion and Costume History	4 6 8 6 8 4 8 8 4 4
ISST/02	Materials Science and Technology	
ISDC/07	Image Digital Processing History of	
ISSC/01	Applied Arts Representation Methods	
ISDR/02	and Tools Fashion Design I Basic	
ISDE/05	Design Fashion Design Realization:	
ISME/02	Patterns I Foreign Language Free	
ISST/04	Study Activities	
ISSE/02		
AA		

Year 2

Subject Code	Subject	Credits CFA (ECTS)
ISSC/03	History and Criticism of Contemporary Fashion	6 6 4 8 8 12 5 6 5
SSC/01	History and Criticism of Contemporary Design	
ISDC/06	Visualization Techniques Fashion Design II	
ISDE/05	Fashion Design Realization: Patterns II Fashion	
ISST/04	Collection Design I Visual Research Prototyping	
ISDE/05	Free Study Activities	
ISME/03		
ISDE/04		
AA		

Year 3

Subject Code	Subject	Credits CFA (ECTS)
ISSU/05	Sociology, Anthropology and Psychology of Fashion	4 6 4 6 6 5 4 8 9 8
ISDR/03	Modelling Fashion Collection Design II Realization of	
ISDE/05	Experimental Prototypes Product Design Economics	
ISST/04	and Fashion Marketing Communication Tools and	
ISDE/01	Techniques Fashion Project Communication	
ISSE/03	Internship Dissertation	
ISDC/02		
ISDC/08		
INT		
DIS		

Final Project (Dissertation)

The final project is the assessment of the competences gained by the Student, his/her maturity in the methodologic approach and the acquisition of the relevant technical and cultural tools; this will translate into a final work that will show evidence of all aspects and steps that are part of the candidates' educational path. It will consist in the development of a work that will demonstrate a concrete application of the theoretical and cultural/creative studies undertaken.

Internship

As part of the didactical experience provided to its students, the Undergraduate programmes include an internship period which is embedded in the Plan of Study of each programme. This working experience allows students to take advantage of skills and topics learned during lessons, putting them into concrete practice within a real professional environment. The internship consists of a period of an experience in professional practice through the realisation of individual or group projects in collaboration with institutions or companies on their premises or on the School premises (internship on campus).

PROGRAMME LEARNING OUTCOMES: FRAMEWORK

- Knowledge [K]: outcome of the assimilation of information through learning, set of facts, principles, theories, and practices that are linked to an area of work or study.
- Skills [S]: ability to apply knowledge and use know-how to complete tasks and solve problems.
- Competence [C]: proven ability to use knowledge, skills and personal, social and/or methodological abilities, in work or study situations and in professional and personal development.

At the end of the course in Fashion Design & Accessories, the student will be able to:

- **K1.** Understand how to collect, assess, record, and apply appropriate information to interpret it critically by considering diverse points of view to reach well-reasoned conclusions
- **K2.** Learn the principles of material science for fabrics and the key manufacturing methods for the creation and prototyping of fashion garments and accessories.

- **S1.** Become proficient in communicating ideas effectively, both verbally, in writing and through graphic means, utilizing manual techniques and digital tools.
- **S2.** Use different drawing and image digital processing techniques for sketching, coloring, rendering fabrics and creating technical layouts for clothing and fashion accessories.
- **S3.** Use 3D modelling, prototyping and pattern cutting techniques, combined with digital software, for the development of innovative shapes.
- **S4.** Select the most appropriate techniques for the creation of a fashion design portfolio (graphic design, techniques of visual communication, image editing, mood board creation, material chart).
- **C1.** Create fashion collections with a strong creative component, in which the dexterity and knowledge of both artisanal and industrial techniques find application in an expressive and innovative way and meet the needs of the reference market.
- **C2.** Evaluate the evolution of the fashion panorama embracing a sociological, historical and anthropological perspective in light of the impact of key drivers of change such as sustainability, globalization and digital disruption.

TEACHING AND LEARNING METHODS

Programme methods:

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 students with another dimension to their learning experience;
- guest speakers provide students with a full, broader and real prospective to their specialist field of study.

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. Various forms of assessment are 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 curve. This process not only engages students, it also helps them see the progress they are making toward the learning goal.

Summative Assessment:

These assessments are a means of evaluating 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 - concentrating 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 subject;
- Practical Coursework allows 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;
- Formal Examinations;
- Presentations may also be used to allow the student to develop their professional communication and presentation skills.

Attendance:

The exams are processes designed to verify the learning outcomes and the knowledge acquired by the students within the single courses. To gain admission to the exams, students must have attended at least 80% of the hours of lessons scheduled in the study plan for each course. The attendance is verified by the teachers of the individual courses, who will only admit the students who have complied with this requirement to the exams. Should the student fail to reach the required attendance level in one or more courses, they must attend said courses again before they will be allowed to sit the exam and be admitted to the next Academic Year. Grades: The exams are graded by assigning them marks out of thirty. The minimum mark is 18; The Board can also decide to award an additional merit to students who obtain the maximum mark of 30/30 in the form of the mention "Cum Laude". Full details on attendance and assessment are explained in the Academic Regulations.

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CAREER SERVICE

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work. Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations. Additionally, the Academic Board, by way of a specially appointed committee, will evaluate the contents and commitment in terms of time invested in the traineeship for the purposes of assigning credits. The above-mentioned committee will be responsible for assessing the results, having indicated the methods for doing so to the student before the traineeship commences. When assessing the traineeship, the committee will be assisted by the teacher who has acted as the student's tutor during the traineeship or apprenticeship activities.

The traineeship activity is regulated by a specific convention that indicates: duration of the traineeship, place where the activities are performed, any payment or reimbursement of expenses, insurance covers, the name of the tutor, indicated by the student and appointed by the Director based on the indications provided by the Academic Board, and the name of the company tutor. The learning activities performed by the students at other institutes in Italy, Europe or other countries, which are fruit of activated agreements, will be recognised. The results achieved are evaluated either by the Exam Board, considering the correspondence of the learning activities performed, or by a specific committee appointed by the Academic Board.

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.