



# MASTER FASHION, ART & TEXTILE INNOVATION

**FLORENÇA**

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inglês e italiano

# FASHION, ART & TEXTILE INNOVATION

O Mestrado em Inovação em Moda, Arte e Têxteis é concebido para profissionais altamente criativos que atuam nos campos da moda e da arte. Este programa empolgante apoia o desenvolvimento da prática criativa por meio de uma proposta de projeto e avaliação contínua. O curso visa explorar continuamente ideias-chave e questões críticas, envolvendo uma ampla gama de especialistas na área, prática interdisciplinar, redes institucionais, oportunidades dinâmicas de ensino e exposição. Este programa é criado em torno de projetos experimentais interdisciplinares e uma abordagem inovadora nas áreas de têxteis e materiais. Esta formação equipa os participantes com habilidades analíticas altamente demandadas, bem como com habilidades práticas transferíveis de resolução de problemas, perfeitas para o avanço na carreira em áreas como pesquisa, design, desenvolvimento e planejamento. A ênfase é colocada em atitudes exploratórias e versáteis por meio de teoria e trabalho prático. Os estudantes constroem seu conhecimento sendo incentivados a desbloquear seu potencial, a fim de inovar e desenvolver, incorporando novas tecnologias e abordagens sustentáveis.

Workshops com notáveis vínculos com a indústria em diferentes áreas de têxteis, materiais e laboratórios de arte proporcionarão aos participantes uma oportunidade única de experimentar e desenvolver novos conceitos em relação a materiais e tecidos, juntamente com propostas de processos de produção. A Escultura Cinética permitirá aos estudantes experimentar o movimento no mundo físico, aplicado a objetos e materiais em escultura e instalação. Realidades Virtuais, Moda, Arte, Tecnologia e Performance ampliam a questão de criar um ambiente totalmente imersivo e multissensorial. Projetos são abordados em torno desses temas, mas também de outros tópicos que emergem das discussões em sala de aula e apresentações.

## FOCO DE APRENDIZAGEM

- Arte e Design de Moda
- Tecnologia Aplicada e Design de Têxteis Inovadores
- Construção Experimental
- Propriedade Intelectual
- Processos de Produção Inovadores e Sustentáveis

## POSSÍVEIS CARREIRAS

- Diretor(a) Criativo(a)
- Designer de Têxteis para Moda
- Chefe de Inovação
- Diretor(a) de Arte
- Tecnólogo(a) de Vestuário

# ABOUT 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 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. Students will initially acquire basic skills, advancing over the 3 years into independent learners, ready for a career in their chosen profession.

## PROGRAMME INFORMATION

### STUDY PLAN

Semester	Subject Title	ECTS Credits
S1	Fashion Trends History	3
S1	Visual Research	3
S1	Introduction to Design Methodology	5
S1	Fashion Marketing	3
S1	Image Digital Processing	2
S1	Fashion Trend Forecasting	3
S1	Innovative Processes	3
A	Innovative Technologies and Construction Materials	6
S2	Product Engineering	2
S2	Fashion Project Communication	2
S2	Planning	5
S2	Economics and Business Management	3
S2	Fashion Technologies	4
S2	Internship	10
S2	Dissertation	6
TOTAL		60

## **ACADEMIC ACHIEVEMENT**

First Level Academic Master Diploma.

Participants who successfully complete this programme will be awarded with a First Level Academic Master Diploma. Recognised by the Italian Ministry of Education as an academic diploma equivalent to a university postgraduate Master degree, participants will obtain 60 CFA (crediti formativi accademici) equivalent to 60 ECTS credits.

## **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

## **CONTENTS' OVERVIEW**

### **Curriculum**

This course is focused around interdisciplinary and experimental projects, with an innovative approach in the area of textiles and materials. The programme equips participants with highly sought-after analytical skills, as well as practical transferable skills of problem solving, perfect for careers in areas such as research, design, development, planning. A particular emphasis is placed on the development of exploratory skills and versatile approaches through theory and practical work. Participants have the chance to build their knowledge by being encouraged to unlock their potential ability to innovate and develop, incorporating new technologies and sustainable approaches.



Workshops with relevant industry links in different areas of textiles, materials and art labs will provide a unique opportunity to experiment and develop ideas in new materials and fabrics, along with new production processes proposals. As an example, the study of kinetic sculpture enables students to experiment on movement in the physical world, applied to objects and materials in sculpture and installation; at the same time, participants will learn how virtual and augmented realities, and new technologies, can exponentially expand their possibilities when it comes to create a fully immersive, multisensory environment. Projects are addressed around these themes and others that emerge from class discussions and presentations.

### **Final Project (Dissertation)**

The final project (Thesis) 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. The final project will consist in the development of a work that will demonstrate a concrete application of the theoretical and cultural studies undertaken, as well as a critical approach towards primary and secondary research on a free-choice topic. With a solid cultural and conceptual basis, combined with an advanced technical and creative knowledge, students will be challenged in the development of a project that connects and mixes together the worlds of fashion and art, while also using fabrics and materials as an expressive medium. At the same time, they will need to prove they have acquired an innovative approach to their research and creation of textiles, displaying problem-solving skills, analytic approach and capacity of planning and development.

### **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).

## **LEARNING OUTCOMES**

### **Educational Outcomes**

Students who attend Programmes at Postgraduate level, on successful completion of their course of study, will be able to:

- Apply skills of critical analysis to real situations within a defined range of contexts;
- Select and define a research topic and implement a research plan using appropriate methodologies – within their specialist field of study;
- 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;
- Critically analyse their results and draw logical conclusions;
- 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; Exercise initiative and personal responsibility in the work environment;
- Continue as a researcher in an academic or commercial setting and have the potential to extend the bounds of knowledge in their chosen field;
- Carry out further independent learning or continuing professional development.

### **Programme-Specific Learning Outcomes**

Students who successfully complete this specific Programme shall be able to:

- Integrate market information from different sources to analyse and consolidate design brands;
- Develop a positioning strategy for a design brand on the market to set it apart from competitors.

- Plan a strategic communication strategy for design-intensive brands; •
- Manage brand identity tools and devise specific story-telling strategies;
- Build a precise design identity for brands focused on product innovation;

## **TEACHING AND LEARNING METHODS**

Course teaching methods are based around a wide variety of formats, such as frontal lectures, workshops, seminars, case studies and self-directed study: experienced professionals and visiting specialist Lecturers (industry professionals) make valuable contributions and enrich the learning experience of all students.

### **Self-Directed Study**

This plays a major role in the programme, as students are expected to spend time researching and analysing subject matters independently to support and substantiate taught material.

### **Frontal Lectures**

An integral part of the programme - with formal delivery of subject-specific contents to the whole cohort of students. At this level it is expected that students will use the lectures as a stimulus for further study/reading.

### **Seminars**

Used to build on themes that are connected to the contents part of the Study Plan. Students are encouraged to make an active contribution by sharing in the argument and debate, while expressing their views.

### **Case Studies**

A detailed discussion and in-depth analysis of real-life situations and existing Brands - to substantiate and assess concrete examples of contents and theories studies in class.

### **Workshop / Laboratory / Practical Sessions**

Used to enable and nurture the creative and practical skill development of the student in an environment which simulates what happens in the industry.

### **Team Work**

Requires students to operate as a member of a group or team and they usually have clearly identified roles. The emphasis is on collective responsibility, individual responsibility to the group and joint decision-making.



### **Study Trips (when applicable)**

An exciting opportunity to enhance the students' learning path and consolidate their understanding of specific-subject contents. If assessment is dependent on information collected whilst undertaking the study trip, the trip would be considered mandatory. The cost of study trips can be either the responsibility of the student or on occasion included in the annual study fee. If the visit is within the city students pay for public transport.

### **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.

### **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.