SHORT COURSE
FASHION ILLUSTRATION

FLORENÇA
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inglês e italiano

FASHION ILLUSTRATION

Caindo entre a arte fina e a arte comercial, a Ilustração de Moda está assumindo um papel significativo como meio de comunicação dentro do mundo criativo. O curso explora como a ilustração pode ser traduzida em diferentes formatos e pode ser produzida utilizando uma variedade de técnicas e tecnologias, destacando ilustradores que trabalham de maneiras incomuns, enquanto também questiona o que a ilustração pode ser. Os tutores de ilustração experientes guiarão os participantes desde as ideias e inspirações iniciais até as técnicas empregadas para alcançar o resultado final, tanto emocional quanto fisicamente.

1ª semana

Na primeira semana, os alunos estudam e experimentam diferentes técnicas de ilustração de moda, desenhando à mão, trabalhando com combinações de cores, mídias variadas e diversas proporções para assim criar uma ilustração de moda contemporânea. Estudando ilustradores de moda, analisando tendências e influências artísticas, os alunos receberão uma inspiração visual e estética para seus próprios processos criativos. Destacam-se os ilustradores que trabalham de maneiras incomuns, ao mesmo tempo em que se questiona tudo aquilo que a ilustração pode ser.

2ª semana

Na semana 2, os participantes se concentram nas técnicas digitais aplicadas à ilustração de moda e à personalização da ilustração. O trabalho criativo dos alunos será desenvolvido através do ensino do uso de softwares de design digital e soluções de design gráfico e metodologias de comunicação, para que aprendam a fazer uma apresentação profissional. Trabalhar com professores de ilustração

atuantes no mercado os ajudará a encontrar sua própria linguagem visual e a desbloquear a própria criatividade por meio do desenho, do conceito à realização.

3ª semana Na última semana, os participantes irão trabalhar na interpretação das coleções dos principais designers de Nova York, Londres, Milão e Paris, realizando ilustrações de moda originais que farão parte de seu portfólio individual final.

FOCO DE APRENDIZADO

- Ilustração de moda
- Desenvolvimento de portfólio
- Desenho e mídia mista
- Design digital
- Design Gráfico e Comunicação

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 of Attendance

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
Basic Design
Garment Design
Illustration
Digital Illustration
Graphic Design
Trend Forecasting

CONTENTS' OVERVIEW

Course Duration
3 Weeks
75 hours of lesson

Curriculum

The course explores how fashion illustration can translate across different formats and can be produced using a variety of different techniques and technologies. Following a traditional approach to drawing, the student will learn a wide variety of illustration skills that will apply on physical and digital formats. The experienced illustration tutors will guide participants from the initial ideas and inspiration to the techniques employed in achieving the end result both emotionally and physically

Week 1

In the first week the students explore and experiment the different techniques in realization of fashion illustration, drawing by hand, working with color combinations, mixed media and variety of proportions towards the creation of contemporary fashion illustration. Study of fashion illustrators, trends analysis and art influences will offer visual and aesthetic inspiration towards the creative process. Spotlighting illustrators who work in unusual manners, while also questioning what illustration can be.

Week 2

In the second week participants will be switching from a hand approach to a

digital rendering. During this passage students will be working on the interpretation of collections from key designers in New York, London, Milan and Paris, with original fashion illustrations which will become part of their personal final portfolio

Week 3

During the final week participants focus on the digital techniques applied to the fashion illustration and personalization of illustration. The development of the student's creative work will be supported through the teaching of digital design software and graphic design solutions and communication methodologies towards a professional presentation. Working with professional illustration tutors will help you find your own visual language and unlock creativity through drawing from concept to completion.

Frontal lessons.

- Workshops / Seminars.
- Off-site visits (where relevant to specific course).

Course materials

- A4 white paper.
- Pencils (HB, 2B).
- Rubber.
- Pantone colours.
- Coloured pencils.
- Laptop or tablet.

LEARNING OUTCOMES

Programme-Specific Learning Outcomes
Upon completion of this short course, you will be equipped with the knowledge and skills to:
- Use both physical and digital techniques for fashion illustration.
- Rendering a variety of textiles and materials, shapes and volumes.
- Obtain a body of work for a personal portfolio.

STUDENT SUPPORT STRATEGY

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience:

a. the use of the Library, online resources (where available), and the school facilities help students to reach the skills and knowledge expected on the course;

b. Tutors guide students during their studies.

Student & Academic Services
Istituto Marangoni provides Student & Academic Services, who act as the first point of contact for students

The Student Support Officers help students in:
- finding their way around;
- managing their time;
- getting the best from their course;
- understanding and applying the School's rules;
- anything else the officers can advise on.

- **STUDENT FEEDBACK**

Student feedback is essential for future course development and improvement. Student comments are used to evaluate and enhance both the successful management of their study experience, and course contents. Upon completion of the short course Istituto Marangoni collects feedback through an online questionnaire where students will be invited to reflect on their overall experience at the School.