

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SUMMMER COURSES

A.Y. 2025-26
SYLLABUS

Fashion and AI

2nd session: July 14th – July 24th 2026

www.naba.it



Fashion and AI

School: Nuova Accademia di Belle Arti Milano (NABA)

Address: Via Darwin 20, 20143 Milan, Italy

Phone: + 39.02.973.192 *E-mail:* summer@naba.it

Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

Introductory level

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

COURSE DESCRIPTION

This course explores how generative AI can serve as a strategic partner in the creative process of fashion design, facilitating the transformation of concepts into images, styles, and collections.

Participants will engage with the complete creative workflow: from research and ideation to the development of mood boards and digital fashion photography, learning to employ AI not merely as a technical tool, but also as a tool of refining visual literacy and design thinking.

Throughout the course, participants will experiment with diverse visual languages - from illustration to photorealism, extending to animation and sound design - to create collections that communicate a storytelling through aesthetics, materials, and contextual environments.

COURSE OBJECTIVES

- Experiment with AI's potential as a tool for creativity, research, and ideation in fashion design.
- Create mood boards and stylistic references that translate abstract concepts into fashion imagery.
- Explore diverse visual languages: illustrative, photorealistic, and experimental in order to articulate garments, materials, and atmospheres.
- Construct coherent digital models with attention to pose, lighting, and settings to communicate the collection storytelling.
- Integrate movement and sound into project representation through brief animations or mood videos.

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- Conceptualize and develop a digital capsule collection that conveys a message or story through aesthetics and visual storytelling.
- Produce a personal capsule collection with an accompanying communication campaign (social media and advertising) presented as both static and animated visual content.

ADMISSION REQUIREMENTS

This course is intended for students who have no background in fashion design and who are attending or will attend their first year of university studies in art and design.

OUTPUT

Each participant will develop a personal collection resulting from their individual creative process and experimentation with generative AI.

The final project will include:

- a series of AI generated images (both illustrative and photorealistic) representing garments, accessories, models, and settings, unified by consistent mood, lighting, and stylistic approach;
- a mood video that translates the collection's message and narrative into kinetic form.

The culminating deliverable will be a personal digital portfolio documenting the phases of the design process and presenting an original, contemporary vision of fashion as visual narrative.

LIST OF MATERIALS AND TOOLS

No supplementary materials are required.

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a Certificate of successful attendance only to all students who completed at least 80% of the course.

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COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated. Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

Learning by doing: a mix of theoretical lessons and practical workshops.

This course will be held in the Academy's computer laboratory, where students will have access to the software and programs necessary to effectively engage with the course topics.

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Grading

Total number of ECTS assigned for the successful completion of the course: 3 ECTS

GRADING SYSTEM

GRADING WEIGHTS	GRADING SCALE				
1. Attendance 30%	Excellent = 90-100				
2. Participation and creative process 40%	Good = 80-89				
3. Final work / final presentation 30%	Average = 70-79				
TOTAL 100%	Below Average = 60-69				
	Poor = 59 or below				
	EXCELLENT 90 -100%	GOOD 80 – 89%	AVERAGE 70 – 79%	BELOW AVERAGE 60 – 69%	POOR BELOW 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

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Fashion and AI

1st week

COURSE SCHEDULE*

DAY		LESSON-SUBJECT
Day 1 - Tuesday	NABA Staff	Welcome and Registration <ul style="list-style-type: none">• Creativity, ideas and research.• Fashion as visual language: how AI is redefining the contemporary fashion imaginary.• Introduction to generative AI as an ally of creative thinking and research.• Experimenting with AI tools to stimulate ideas, emotions, and messages.• Conceiving the message or story that will become the concept of one's collection.
Day 2 - Wednesday		<ul style="list-style-type: none">• Generating still images: photorealism• Prompt design techniques and experimentation to create photorealistic images.• Analysis of style references, visual mood research, and initial explorations of personal identity.• Creating a series of exploratory images.• Experimentation as a method to discover new visual possibilities.

*The Academy reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location;
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.

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1st week

COURSE SCHEDULE*

DAY

LESSON-SUBJECT

Day 3 - Thursday

- Generating still images: illustration and experimentation.
- Exploring illustrative, 3D, and experimental visual languages to expand the collection's visual universe.
- Varying style and form to tell the same theme in different ways.
- Understanding how each language modifies the perception and emotion of the storytelling.
- Definition of the visual moodboard that will accompany the collection.

Day 4 - Friday

- Editing and integration building visual coherence and narrative tone.
- Editing and harmonizing images produced in previous days, variations of outfits and settings.
- From experimentation to art direction – how environments, accessories, and lighting contribute to telling the collection's story.
- From visual research to coherent vision: creating the definitive moodboard and defining the narrative tone of one's collection.

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2st week

COURSE SCHEDULE*

DAY	LESSON-SUBJECT
Day 5 - Monday	<ul style="list-style-type: none">• Creating models and the collection aesthetics and personality of digital models.• Construction of characters and main looks: body, clothing, and space as parts of a single story.• Digital casting: selecting AI-generated models, maintaining consistency across all images to simulate a fashion shoot (with AI).• Creating 4–5 coordinated outfits, coherent with the concept and the story to be told. Midterm review and discussion.
Day 6 - Tuesday	<ul style="list-style-type: none">• Motion and sound: bringing the story to life movement and sound as extensions of visual research.• Animating images and creating sound accompaniments. Rhythm, light, and soundtrack as amplifiers of emotion.• First version of the fashion mood video: the collection comes to life.
Day 7 - Wednesday	<ul style="list-style-type: none">• AI Tools for presentation and communication designing the communication of a collection (social media). Using AI tools to build a coherent visual narrative.

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2st week

COURSE SCHEDULE*

DAY	LESSON-SUBJECT
Day 8 - Thursday	<ul style="list-style-type: none">• Visual storytelling: narrating the collection from research to narrative – each image as a fragment of story.• Final editing of the collection, video composition, and refinement of the visual narrative.• Balance between aesthetics and message, rhythm and emotion.• Finalization of the fashion mood video and visual campaign.
Day 9 - Friday	<ul style="list-style-type: none">• Final Presentation: digital showcase presentation of final projects. Final examination and course conclusion.

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