



# ONE YEAR - FASHION DESIGN INTENSIVE

**MILÃO E FLORENÇA**

27 de janeiro e 22 de setembro  
inglês e italiano



# FASHION DESIGN

Trabalhando dentro de um prazo limitado, este curso intensivo de moda fornece os conceitos técnicos e teóricos essenciais relacionados ao design de moda e à indústria da moda, abordando **design de roupas femininas, masculinas e acessórios**, bem como uma introdução ao estudo de materiais e tecidos e à pesquisa aplicada ao processo de design individual. A partir de técnicas de **desenho à mão livre e dos fundamentos da confecção de roupas**, os participantes progredem rapidamente para aspectos mais técnicos do design de moda, como análise de tecidos, estrutura das roupas e uma introdução à fabricação e produção. Os participantes aprendem a analisar design e estilo para realizar com sucesso e autonomia pesquisas criativas individuais, essenciais para desenvolver propostas inovadoras, além de gerenciar as influências e necessidades do mercado ou solicitações de um briefing de cliente ou imagem de marca. Os designers de moda atuais também são **pesquisadores da criatividade**, buscando constantemente inspiração para novas ideias de design. Além das habilidades de ilustração, os participantes estudam novas tendências e pesquisam e analisam o negócio da moda contemporânea, refletindo sobre experiências pessoais, cultura, arte e design como fontes de inspiração. Os participantes do Curso Intensivo de Design de Moda são incentivados a desenvolver sua própria **'linguagem visual' individual**, expressando seu estilo através de métodos de apresentação profissional e por meio de um portfólio final de designs, incorporando técnicas básicas de design gráfico em comunicação visual, fundamentais nos mercados de moda e luxo atuais. As noções principais de pesquisa de mercado apoiam a criação de ideias originais em diferentes contextos e culturas, enquanto as habilidades de análise e previsão de tendências mostram como se manter à frente dos novos movimentos e influências na moda. Com as principais habilidades de design de moda, os participantes estão prontos para avançar nas indústrias de design de moda e luxo.

# FOCO DE APRENDIZAGEM

- Ilustração de moda e design de coleção
- Corte e construção
- Conhecimento de tecidos
- Habilidades de comunicação
- Tendências na indústria da moda
- Análise de coleção e marca
- Abordagens de pesquisa
- Apresentação de portfólio de design

# POSSÍVEIS CARREIRAS

- Designer de moda
- Designer têxtil
- Ilustrador de moda
- Colorista de moda
- Modelista
- Consultor de moda

# ABOUT MARANGONI

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian, and international fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills, Istituto Marangoni also provides short preparatory courses covering a variety of fashion, design, and creative processes, put together for personal enrichment and enjoyment, or for aspiring creatives who may be considering further study.

## PROGRAMME INFORMATION

### ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate of Attendance

### EDUCATIONAL APPROACH

- to develop flexible approaches to programme delivery and student support which reflect the needs and expectations of our students;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to develop the students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
- to 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;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

### CONTENTS' OVERVIEW

#### **Curriculum**

The students will start by developing their first approach to basic illustration techniques for fashion design and learn the first notions of styling that will allow them to develop a series of related garments, to create a real collection. Furthermore, they will confront themselves with the manufacturing analysis of basic garments and with the textile production techniques thus learning how to recognize different types of fabrics and how to use them within their creative ideas. The international fashion calendar and the operating rhythms of the fashion industry, from purchasing fabrics to creating a sample line to selling and consignment together to the contemporary trend analysis are key aspects addressed throughout the course. The notions provided during the programme will enable students to also gain a broad understanding of the fashion industry and to focus down to a single brand. They will learn to plan and develop a range of related garments for the brand based on in-depth primary and secondary research. When designing the collection, they will study the brand from a social, economic, global and ethical perspective. Students will learn to appropriately develop an existing brand. Students will push their personal creativity through experimental visual research, new technology exploration and gives them the opportunity to explore and understand the link between technology, contemporary design and fashion. Students will be challenged to demonstrate currency within the fashion design subjects backed up by market research. At the end of the course the student will create a small personal contemporary collection appropriate for their portfolio. Through innovative research and experimentation they will devise a collection that is both cutting edge and business related, showing awareness of market and trends.

### **Programme Aims:**

Fashion Design Intensive produce students able to design a collection and merge research, creativity and marketing. The programme begins with the development of a personal sketching language. Then students will learn how to discipline their creativity to fit the marketplace and fulfil consumers' demands. Through pattern making techniques, students will understand the various aspects of production and work according to the correct design process. Finally, students will design collections for several men's and women's lines. And all this in environments and cities where you breathe fashion and design on a daily basis. The students will approach the fashion system through the drawing and the analysis of construction of basic garments. Understanding the trends and market will enable them to plan a range of related garments to create a fashion collection.

## **STUDY PLAN**

<b>Pattern Cutting</b>	<b>Subject</b>
I	Fashion Drawing Fundamentals and Illustration
I	Introduction to Fashion Collection
I	Pattern Cutting
I	Digital Design I
I	History of Contemporary Fashion
I	Fabrics and Materials
II	Experimental Illustration
II	Collection Design
II	Experimental Cutting and Draping
II	Digital Design II
II	Analysis of Trends
II	Production Processes

## **LEARNING OUTCOMES**

### **Educational Outcomes**

On successful completion of their course of study students will be able to:

- apply skills of critical analysis to real world situations within a defined range of contexts;
- 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;
- 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.

### **Final Award Learning Outcomes**

On successful completion of the Fashion Design Intensive course, students will be able to:

- develop a variety of drawing techniques and processes to professionally communicate fashion ideas;
- demonstrate ability to apply a variety of approaches to the design process while developing a fashion collection;
- demonstrate an in-depth understanding of garment cut and construction techniques;
- differentiate between fabrics and relate fibre content and fabric construction to the performance requirements of fashion products;
- appraise and apply research from a variety of sources;
- demonstrate the ability to build patterns while developing a fashion collection.

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

On successful completion of the Fashion Design Intensive course, students will be able to:

- develop a variety of drawing techniques and processes to professionally communicate fashion ideas;
- demonstrate ability to apply a variety of approaches to the design process while developing a fashion collection;
- demonstrate an in-depth understanding of garment cut and construction techniques;
- differentiate between fabrics and relate fibre content and fabric construction to the performance requirements of fashion products;
- appraise and apply research from a variety of sources;
- demonstrate the ability to build patterns while developing a fashion collection.

### **TEACHING AND LEARNING METHODS**

#### **Programme methods:**

The programme is designed to facilitate the development of a student who will be highly employable and will allow them to investigate and develop their strengths. 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 the students with another dimension to their learning experience;
- guest speakers provide the students with a full, broader and real prospective to their specialist field of study.

Students will have the opportunity to demonstrate their achievement of the intended learning outcomes through a variety of tests appropriate to their field of study.

## **ASSESSMENT STRATEGY**

### **Course Specific Assessment Criteria:**

The methods of assessment used give breadth and depth, which allow for both the formative and summative assessment of every student at each stage of the programme.

### **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. Different forms of assessment can, and where appropriate should, be 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 as evidenced by their classroom work. This process of students keeping ongoing records of their work not only engages students, it also helps them, beyond a “grade,” to see where they started and the progress they are making toward the learning goal.

**Summative Assessments:** These assessments are a means of gauging 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 and concentrate 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 course.

**Practical Coursework >** allows the 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 and the students are asked to submit work to be marked independently and anonymously by staff. **Formal Examinations >** are required in some study areas.

**Presentations >** are used in some subjects to allow the student to develop their professional communication and presentation skills.

**Student Projects >** are used when the student is required to submit work to be marked independently and anonymously.

## **COURSE SPECIFIC ADMISSION REQUIREMENTS**

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award. Admission requirements are listed below. Candidates must have a sufficient command of the English or the chosen language of the course to be able to meet the requirements of the programme in every respect.

When considering the suitability of an applicant for a place on the programme the Admissions team will usually take the following factors into account:

- the applicant's qualifications (High School Diploma or equivalent school certificate);
- the applicant's personal statement;
- a portfolio of work (if appropriate to the subject).

The Admissions Manager coordinates and supports the subject specific Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate). (Admission requirements are subject to change in order to comply with entry requirement regulations).

## **STUDENT SUPPORT STRATEGY**

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:

- Programme Leaders: the first point of call to acquaint students with regulations and issues arising on the programme;
- Student Support Officers for student referral where appropriate;
- programme and student handbooks;
- induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;
- student group representatives (student voice).

### **Student Support Officers**

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;
- time management;
- dealing with stress, or absences;
- getting the best from the course;
- understanding and applying school rules;
- future study options or other issues.

One-to-one appointments may be made by phone, through the school receptionists, or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.