BA FASHION DESIGN

PARIS

01 de outubro de 2024
20 de janeiro de 2025

LONDRES

01 de outubro de 2024
27 de janeiro de 2025

FASHION DESIGN

Os **designers de moda** de hoje são **catalisadores da criatividade,** formando novas tendências, respondendo às demandas dos consumidores, aos avanços da indústria e às **novas tecnologias,** desde o design inicial até a peça finalizada. Estimulando o estilo original, este curso em tempo integral forma designers altamente qualificados para a dinâmica indústria da moda. Os participantes aprendem a criar coleções a partir de uma análise precisa do mercado, das tendências, dos materiais e tecidos, além de traduzir ideias e inspirações derivadas de qualquer **forma, conceito ou arte,** ou simplesmente de suas próprias experiências, combinando com sucesso uma visão pessoal com as necessidades da indústria ou **estratégias de design de marcas.** O curso aborda aspectos fundamentais de técnicas de ilustração e design gráfico, incluindo o estudo de formas, cores, modelagem e drapeado, bem como uma análise detalhada das técnicas de fabricação de roupas. Com uma base sólida no sistema de moda, os participantes são apresentados a muitos aspectos da indústria, não apenas nos princípios de negócios da moda, identidade de marca, posicionamento e marketing, mas também na interpretação da arte e do artesanato na moda, produção, varejo, hábitos de consumo e tendências. Abordagens de pesquisa para o desenvolvimento de produtos criativos e originais são fundamentais ao longo do curso. Os participantes são incentivados a experimentar novas abordagens que estão evoluindo na indústria atualmente, incluindo considerar recursos renováveis e sustentáveis, materiais inovadores e novas tecnologias, construindo um estilo individual e desenvolvendo habilidades criativas e profissionais. Estudos em design de patrimônio e cultura da moda fornecem as habilidades necessárias para fazer uma avaliação crítica do estilo de vida e legado de uma marca ou cliente, enquanto habilidades de comunicação oferecem uma abordagem profissional na negociação e apresentação de ideias para empresas e novos clientes, acompanhadas de um portfólio profissional de trabalho. No último ano, os participantes trabalham como praticantes independentes e, com o apoio constante de uma equipe de professores composta por especialistas da indústria, são incentivados a participar de competições internacionais de talentos da moda durante o curso. Um evento de formatura ou desfile de moda final apresenta coleções ou portfólios a um público selecionado de especialistas líderes do setor, jornalistas, blogueiros, designers e caçadores de talentos – uma experiência única que abre oportunidades de networking na indústria e de carreira.

POSSÍVEIS CARREIRAS

- Designer de Moda
- Designer Têxtil
- Desenvolvedor de Tecidos
- Diretor de Coleção
- Diretor Artístico
- Diretor Criativo
- Diretor de Marca
- Consultor de Moda
- Consultor de Imagem
- Consultor Criativo
- Consultor de Coleção
- Gerente de Produto
- Coordenador de Subprodutos
- Desenvolvedor de Produto
- Modelista
- Gerente de Produção
- Técnico de Moda
- Personal Shopper
- Previsor de Tendências
- Visual Merchandiser
- Designer de Moda Virtual 3D

FOCO DE APRENDIZAGEM

- Desenho e Ilustração de Moda (2D, 3D)*
- Corte e Construção
- Comunicação Visual e Habilidades de Apresentação Profissional
- Técnicas de Design Digital
- Análise de Tecidos e Materiais
- Portfólio Profissional de Design e Coleção Final
- Práticas de Marketing e Negócios de Moda
- Análise e Estratégias da Moda Contemporânea
- História do Luxo e Patrimônio de Marca
- Metodologia de Pesquisa em Design

PROGRAMME INFORMATION

STUDY PLAN

Level 4- October Intake

TERM ONE	TERM TWO	TERM THREE
Introduction to Fashion Design (30 credits)	Fashion Design and Development (30 credits)	Fashion Collection Fundamentals (30 credits)
	History of Art and Fashion (30 credits)	

Level 4- February Intake

TERM ONE	TERM TWO	TERM THREE
Introduction to Fashion Design (30 credits)	Fashion Design and Development (30 credits)	Fashion Collection Fundamentals (30 credits)
History of Art and Fashion (30 credits)		

NB: Students enrolling on the February intake of undergraduate degrees complete their first year in a shortened period (Three 8-week terms with reduced breaks between them) in order to enrol on Level 5 in October of the same year, joining the October intake cohort.

Level 5

TERM ONE	TERM TWO	TERM THREE
Fashion Brand Exploration (30 credits)	Art and Fashion Collection (30 credits)	Personal Style Development (30 credits)
Fashion, Art, and Cultural Context (30 credits)		

Placement Year (Sandwich only; optional)

TERM ONE	TERM TWO	TERM THREE
Placement (120 credits)		

Level 6

Personal Research and Concept Development (30 credits)	Final Major Project Fashion Design (60 credits)	
Final Dissertation (30 credits)		

Class times:
Monday – Friday. 08.30-20.00
Lesson duration: 2.5 hours

Assessment periods:

February intake:
Term 1: April
Term 2: June
Term 3: August

October intake
Term 1: December
Term 2: March/April
 Term 3: June

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Sandwich year (optional)

The Sandwich Year is a period of work placement experience in the fashion industry that students will undertake during the third year of their studies. A work placement onstitutes an invaluable opportunity to learn and gain insights into how the industry is structured and how it operates, to put into practice the theories and knowledge acquired during your studies and to further enhance the practical skills learned during the first two years at Istituto Marangoni London. Under the close supervision and guidance of the School as well as of the company where students will be undertaking the placement, during the Sandwich Year they are required to complete a 36- week industry placement relevant to the learning outcomes of their programme and relatable to their career objectives and professional development. The skills learned will give students practical knowledge of the nature of the business, its functions, and operations. Students will also acquire and/or strengthen those transferable skills that have become a fundamental requisite for boosting their employability and enhancing your professionalism. The School ensures that students have access to all academic / regulatory information that students should familiarise with at the start of each academic year. Those include (but not limited to).

- Yearly re-enrolment and payment of enrolment fee
- Active academic engagement (at least 80% attendance (termly))
- Timely notification of absences

The Sandwich year will be graded as a Pass/Fail and students who complete the 120 credits for the Sandwich year will receive a Certificate of Completion for the Placement, which is credit bearing, upon completion of their degree or when leaving with an exit award.

Units

The course is composed of a number of units that each have a credit value. On successfully passing each of these units, you will gain credits that count towards the total needed for your degree. One credit equates to 10 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So, if a unit is worth 10 credits, then students would expect to spend 100 hours studying. These will not all be 'taught' hours. You will receive guidance and instruction through lectures, seminars, etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this course is indicated in Section 6. On an undergraduate degree course provided by Istituto Marangoni London, students are expected to study 120 credits per level (or year) with no more than 60 credits per term.

CONTENTS' OVERVIEW

Curriculum

The BA (Hons) Fashion Design 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 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. 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. With a core focus on sustainability, responsible sourcing and making processes, you will learn about the social, economic, and cultural factors which impact on the professional realm. You will have the chance to explore and plan collections using the circular economy and blockchain traceability technology. Every project is set out to encourage experimentation, critical and independent thinking, enhancing the overall creative journey. Throughout the course you will be undertaking a series of projects, which will contribute to the execution of a professional portfolio and enhance your visual and oral communication. By the end of the course, you will have developed your own individual aesthetic and design identity and will be able to communicate this through a strong and unified body of work, consisting of a product range and catwalk proposition, executed to a professional standard. This course offers you the opportunity to look into the future of the fashion industry, both online and offline. It allows you to interrogate and challenge the status quo, whilst giving you the unique opportunity to navigate, and experiment with emerging digital media and technologies, using a variety of software. The curriculum offers opportunities for interdisciplinary work and collaboration with the industry. We focus on active learning through project-based enquiry with live briefs and panels. Projects may involve cross-course collaboration, as well as the opportunity to work with external professionals and practitioners. This formulation provides a microcosm of the professional fashion design world

and gives you valuable insight into your future role within the industry. Through teaching, specialist research, and collaborative work, we encourage experimentation by using the fashion industry as a lens to examine the history and work towards building a career from both technical and design perspectives.

This course is part of the Fashion Design study pathways.
With fashion design as the core subject, participants specialise in the chosen areas of interest.

- Fashion Design (with an option work on Womenswear, Menswear, Mixed or Genderless Collections)
- Fashion Design and Accessories
- Fashion Design and Marketing

This course is also available as a BA (Hons) four-year course (including Sandwich Year placement). The course is suitable for creative and practical students with entrepreneurial acumen. You must have an interest in Fashion design, Product Development and Artistic Direction.

Employment opportunities
The aim of the undergraduate course is to enable you to gain employability, professional and skills enhancement, as well as offering you opportunities for progression onto postgraduate degrees. In response to the constantly evolving and expanding fashion industry, market research has shown that industry requires professionals who are ready to meet their demands.

The uptake of careers post-qualification is on a global scale, adding to the already international network of alumni. Istituto Marangoni works closely with employers and academic staff to promote and support work placement opportunities and communicate job vacancies for Istituto Marangoni students through recruitment days organised at the school.

TEACHING AND LEARNING METHODS

Programme methods:
The emphasis is placed on achieving an appropriate balance between deepening your academic knowledge and business acumen and building creative, practical, and transferable skills. This Strategy places the "you" at the centre of the teaching and learning environment. Through interactive, experiential teaching and learning activities, we aim to support you to develop into a self-directed, autonomous learner who has responsibility for your own learning process. Istituto Marangoni London Teaching and Learning Strategy is designed to reflect the changing skills required within the fashion industry with a philosophy of being interdisciplinary. The aim is to provide you with a broad range of practical and theoretical knowledge and skills specific to Fashion Design studies and their areas of specialisation, which are also applicable to the wider skills required in the workplace. At Istituto Marangoni we aim to deliver a personalised student experience.

With over 100 nationalities within the cohorts, our classes have a cultural richness which offers a global perspective within every session. The programmes are predominantly created with an industrial spin, simulating a real-life experience curated by our team, which includes top of the line industry professionals. Our classes are delivered across 2.5-hour sessions comprising of a diversity of lectures, seminars, labs, and tutorials; which are tailor made by our tutors in order to integrate both theoretical and practical deliverables. Each student has 15 hours of delivered sessions per week. At the halfway mark of each term, we provide formative feedback to every student giving them personalised suggestions, and critical support in order to develop their work further.

- Lectures are used to communicate key theories and practices of the subject
- Practice based workshops are key to communicate, demonstrate and acquire tool's and technics fluency, in physical and digital 3D expression
- Seminar groups are used to discuss current affairs and industrial issues, often via case studies.
- Labs are used for development of physical work through synergic confluence of 2D and 3D research recreating Industry practice using CLO3D.

At Istituto Marangoni we pride ourselves on inclusive and interactive teaching. All classrooms hold no more than 25 students, in order to offer more one-to-one contact time between you and your tutors.

This allows for us to cater to SEN students, and each class's unique needs. It also allows for an interactive classroom, encouraging you to share your opinions, and develop peer to peer learning skills. The course is designed so that you will study under direction of your lecturers at the beginning of your degree and gradually move towards greater independence as you progress through the terms towards your final projects. Fashion has traditionally been taught in lab environments, while theory-based degrees have been taught through formal lectures. Your programme combines the best of both traditions, giving you a good combination of lecture based teaching with tutorial support, and lab-based teaching with individual and group critiques and activities. It also combines the best in terms of the forms that your work will take, spanning project based learning, essays, fashion industry practice, presentations, and hands-on experiential learning such as physical (fittings) and digital (Clo3D) still/moving prototypes and outfits creation. When considering the digital learning environment, you not only have access to cutting edge resources such as industry standards CAD software but a versatile library of equipment. All teaching resources and materials are available for use via the virtual learning environment. Industry projects, work experience, tutors who are practising professionals and guest lecturers give you valuable links with the profession and ensure that your learning is constantly updated with regard to industry currency. At the beginning of each Unit you will be given a Unit Handbook and other materials (such as Projects/Assessment Briefs) by your lecturer(s). These set out everything you need to know about your learning on that module, for example: what form learning and teaching will take, the module content, the aims and learning outcomes for the module, and the ways in which you will be assessed, deadlines for submission of work and how the module will be scheduled in terms of how much time you will spend in different kinds of activities each week (for example: lab-based work, lectures, workshops, digital, field trips). It will also contain information about what kind of work you are asked to submit for assessment (for instance projects, essays, presentations, reflective selfevaluations, learning journals, physical research and/or design books, portfolios, and 3D developments) and it will tell you the weightings of those assessments (for instance: 90% for a Portfolio and 10% for an Oral Presentation).

We highly recommend that you complete internships/work placements in the industry in addition to your studies. Work placements enable you to enrich your understanding of the industry, consolidate what you have learned and make valuable networking within the profession. Some students are offered jobs once they graduate with the companies that they have worked with on work placements. Work placements may be as short as a few hours and as long as several months during the summer break.

Industry Work Placement (Sandwich Year) – gives you the opportunity to develop the appropriate skill sets for the workplace relevant to your course and to enhance your prospects of future employment in the sector. You are supported by the Career Services Manager and an allocated Academic tutor during this period. You are required to keep a reflective journal, which forms part of the assessment, once on placement.

The practical skills you gain across the course is a key focus point. We aim to have you develop a great cultural awareness, Marketing strategic skills and craftsmanship to successfully enter the global labour market. the heart of central London, a true fashion capital, offers a plethora of field visits and trips that are offered to our classes.

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.

COURSE SPECIFIC ADMISSION REQUIREMENTS

- Copy of a high-school diploma or school certificates
- Completion of an entry test
- Non-native English speakers are required to provide an acceptable proof of their English Language ability. The English Language test score should be at least B2 on the CEFR level (e.g., IELTS Academic with 6.0 overall, no less than 5.5 for each element)
- Students who complete the Certificate of Achievement: Foundation in Fashion at Istituto Marangoni London will have guaranteed progression to BA (Hons) Fashion Design, provided they have the required L4 English entry requirement.

STUDENT SUPPORT STRATEGY

Istituto Marangoni London provides a range of student support mechanisms which include (but not limited to):
- Admissions: the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
- Academic and Student Services: the aim is to support and enhance student experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.
- Library: the library service aims to deliver a high quality engaging and supportive service for students in support of an outstanding, inspiring, diverse, innovative, and creative educational experience. The service intends to inspire students discover more about their subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught in the school.
- Careers Service: the department supports students and alumni, offering guidance on all aspects of their career journey, providing practical advice, and helping students connect with industry.
- SEN support: the School aims to provide equal opportunities for all its students. Tutor support is intended to remove any barriers that may prevent students from fulfilling their potential and the School is always ready to respond positively to their needs.