



# MASTER FASHION DESIGN & INNOVATION

MILÃO

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inglês e italiano



# FASHION DESIGN & INNOVATION

Defina sua visão criativa única em um contexto transformado pela revolução digital no design de moda. Ao investigar a relação entre moda e tecnologias emergentes, os estudantes aprendem a implementar aplicações inovadoras baseadas em tecnologia digital nos processos de criação de moda, abrangendo desde moda virtual até materiais inteligentes, de manufatura aditiva a gestão por blockchain, de design de avatares a animação, de tecnologias vestíveis a design virtual e marketplaces, e além. Além disso, este curso de Mestrado em Artes oferece uma compreensão profunda do impacto cultural, social e ambiental da moda. Este Mestrado em Artes em Moda tem como objetivo especializar os participantes na convergência entre processos culturais, criativos e produtivos inovadores que caracterizam o mundo da moda phygital (físico + digital) atualmente. Assim, alimenta as habilidades criativas dos estudantes para lidar com artefatos de moda no sentido mais amplo, aproveitando as mudanças tecnológicas disruptivas e incluindo elementos de 3D e animação. Ao investigar a relação entre moda e tecnologias emergentes, os estudantes aprenderão a implementar aplicações digitais inovadoras em conceitos de moda, abrangendo desde manufatura aditiva até materiais inteligentes, de tecnologias vestíveis a vestuário virtual, utilizando Inteligência Artificial, Realidade Estendida, Modelagem Virtual, Design de Avatares e competências imersivas. Além disso, este curso oferece uma compreensão profunda do impacto cultural, social e ambiental da moda inventiva, a fim de fortalecer o pensamento crítico dos estudantes e suas habilidades em desenvolver uma abordagem inerentemente sustentável para a indústria, o que se tornou essencial nos dias de hoje, dado o debate sobre questões cruciais como sustentabilidade, a crescente escassez e incerteza dos recursos naturais globais e a difusão do imperativo ético da inclusividade.

## FOCO DE APRENDIZAGEM

- Design de Moda Física e Digital
- Design 3D e Animação
- Materiais Inteligentes e Inovadores
- IA, RA, blockchain, Metaverso
- Ambientes Virtuais e Imersivos
- Futuro da Moda
- Disrupção Digital na Moda
- Moda Sustentável

## POSSÍVEIS CARREIRAS

- Designer de Moda Phygital
- Designer de Têxteis Inovadores
- Gerente de Desenvolvimento de Produto
- Consultor(a) de Moda Digital

# 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 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

### ACADEMIC ACHIEVEMENT

#### **Second Level Academic Diploma.**

Participants who successfully complete this two-year course will be awarded with a Second Level Academic Diploma. Recognised by MUR (Italian Ministry of University and Research) as an academic diploma equivalent to a university postgraduate level degree, participants will obtain 120 CFA (Crediti Formativi Accademici) equivalent to 120 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.

## **STUDY PLAN**

### **Year 1**

Semester	Subject Title	Lesson Hours	ECTS Credits
I	History and Criticism of Contemporary Design	45	6
II	Social Anthropology	45	6
II	Graphic Design	100	8
I+II	Fashion Design I	175	14
II	Innovative Technologies and Materials	60	8
I+II	Product Engineering	100	8
II	Business English	30	4
II	Free Study Activities		6
TOTAL			60

### **Year 2**

Semester	Subject Title	Lesson Hours	ECTS Credits
II	Fashion Psychology	45	6
I+II	Fashion Design II	150	12
II	Fashion Project Communication	100	8
I	Fashion Trend Forecasting	45	6
I	Technological Innovation	75	6
	Internship		12
	Dissertation		10
TOTAL			60

## **CONTENTS' OVERVIEW**

### **Curriculum**

This Master of Arts in Fashion Design & Innovation aims to specialize participants with the intertwining convergence of cultural, creative and innovative productive processes that characterize the phygital fashion world nowadays. Therefore fueling students' creative abilities in dealing with fashion artefacts in the broadest sense and taking advantage from disruptive technological changes and including 3D elements and animation. By investigating the relationship between fashion and emerging technologies, students will learn how to implement innovative digital applications in fashion concepts, ranging from additive manufacturing to smart materials, from wearable technologies to virtual clothing, using Artificial Intelligence, Extended Reality, Virtual Pattern Making, Avatar Design and immersive competences. Moreover, this course provides a deep understanding of the cultural, societal and environmental impact of inventive fashion, in order to empower students' critical thinking and their abilities in developing an inherently sustainable approach to the industry, which has become key nowadays given the debate about crucial issues such sustainability and the increasing scarcity, the uncertainty of natural global resources and the diffusion of the ethical imperative of inclusivity. The Master Fashion Design And Innovation programme is designed to meet the needs of the fashion industry for forwardthinking, creative graduates, with unique design identities, who have developed strong technical and technological, problemsolving, research and analytical skills, as well as the ability to work with initiative and independence. This innovative programme provides an essential space for students with fashion, design, textiles, product or from other relevant backgrounds to gain and apply the important knowledge, critical thinking and problem-solving capacities required to innovate new fashion systems that radically reimagine luxury and technology. Students will be provided with a strong theoretical framework that includes design principles, systems thinking, alternative and new technology application, regenerative systems, alternative sourcing, the politics of luxury that will respond to in a variety of ways that reflect their disciplines and goals. Within a framework of lectures, seminars, workshops, practical sessions and field trips, they will develop dynamic and informed methodical research, explore and conceptualise innovative fashion creation and production processes. Assessed work will largely be research and portfolio based, comprising a range of potential outcomes such as annotated research books, samples, experiments, maquettes, designs, design models, speculative pieces, artefacts, proposals, essays, reports and reflective writing, allowing for fluid but



rigorous interdisciplinary outcomes that represent contributions of individuals to a variety of team projects. Participants will learn how to define their unique creative vision, understanding fashion's core elements, from research of emerging trends to material sourcing to learn their distinctive properties and uses, subsequently moving on to concept design, production and communication, in order to accurately transform the entire creative process. The programme enables students to deal with the technical, digital and virtual aspects of the fashion process in an ethical and ecological way, with dedicated assets such as Clo3D for virtual pattern making and for digital marketplaces, upcycling and inventive moulage techniques. Participants are encouraged in the development of an advanced research-based methodology, taking advantage from a multidisciplinary perspective which is further ignited by insights drawn from humanities such as psychology for fashion, social anthropology and critique of contemporary fashion design.

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

The final project consists in the development of an individual collection or a collection for a brand, based on a critical research based creative design manifesto. The final outcome will be a professional and complete portfolio, containing all essential and detailed information on the research process that informed the design, the product development phases, sampling, experimentation and material developments, and a fully illustrated collection, presented with all the relevant standards used in the sector with use of innovative digital tools. The Portfolio shall also include a detailed description of the market analysis process and communication strategies for the product; the final collection proposed will also take into consideration the latest consumer trends and the processes' sustainability, both from a creation and production perspectives.

### **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:

- Conduct in-depth research within the wider context of art, design, innovation and society applicable to the fashion industry;
- Demonstrate creative use of new materials, techniques and processes in the development of and communication of original and innovative fashion design ideas;
- Develop a critical awareness of key theories, debates, and practices to inform responsible fashion value-systems, design processes for the future;
- Apply professional standards, including effective time management, originality, self-direction, initiative and problem-solving



- Skills to the production of own work;
- Interrogate and reimagine historic, emerging and future social, cultural, and personal paradigms of innovative luxury in relation to fashion and the fashion product;
- Apply professional standards, including effective time management, originality, self-direction, initiative and problem-solving skills to the production of own work;
- Critically analyse new and alternative approaches to luxury fashion realisation;
- Research, analyse, develop, test, and refine a personal concept or vision for a regenerative and responsible fashion system in a final dissertation project.

## **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.