



SHORT COURSE - LUXURY ACCESSORIES & SHOE DESIGN

FLORENÇA

13 de janeiro a 31 de janeiro
inglês e italiano

LUXURY ACCESSORIES & SHOE DESIGN

Desenvolva habilidades de design no mundo luxuoso de calçados e acessórios. Este curso intensivo apresenta aos participantes o mundo dos acessórios de moda, que representa uma fonte de receita fundamental para qualquer marca de moda de luxo. O curso leva os participantes desde as técnicas básicas de desenho e coloração e os guia através das principais ferramentas necessárias para expressar ideias de design, até sua representação visual baseada nas tendências atuais da moda.

Após três semanas, os estudantes terão uma proposta completa para uma coleção de acessórios de moda, com trabalhos prontos para serem transformados em ilustrações finais em formato digital profissional. Este curso intensivo oferece uma experiência real do ritmo acelerado de trabalho de um designer de acessórios.

1ª semana Na primeira semana, os alunos exploram o lado criativo do design de acessórios, analisando combinações de cores e **criando ilustrações de moda contemporânea**. As habilidades de apresentação dos alunos serão apoiadas por um treinamento básico de técnicas de design gráfico. O estudo da história da moda e de análise de tendências e influências oferecerá aos alunos uma inspiração visual e estética para seus próprios processos criativos e de pesquisa.

2ª semana Durante a segunda semana, os participantes analisam os aspectos técnicos do design de sapatos e bolsas. Eles aprendem a desenhar à mão para comunicar suas ideias de design, levando em consideração os conhecimentos e técnicas de construção contemporâneas, bem como a utilização de materiais adequados para a criação de uma coleção cápsula, após receber um briefing de um projeto.

3ª semana Durante a última semana do curso, os participantes trabalham no desenvolvimento de conceitos pessoais em uma coleção de designs têxteis. As ideias de criação são desenvolvidas com auxílio de uma tutoria e orientação individual por especialistas em têxteis e, finalmente, apresentadas em um portfólio de design visual.

Na última semana, os alunos aprofundam seus conhecimentos básicos, com metodologias de pesquisa e habilidades técnicas necessárias para o desenvolvimento de uma coleção de acessórios completa. O trabalho criativo dos alunos será desenvolvido através do aprendizado do uso de softwares de design digital, necessários para a concepção e apresentação digital de um projeto de uma coleção, bem como do aprendizado de soluções de design gráfico e metodologias de comunicação visando uma apresentação profissional. A visão criativa dos alunos e suas capacidades de gestão de produtos serão melhoradas com estudos adicionais sobre materiais e suas características.

FOCO DA APRENDIZAGEM

- Design de coleção de acessórios
- Ilustração
- Cultura da moda e tendências
- Desenho técnico
- 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

Accessories Design

Shoe Design

Digital Design

Construction Lab and Technical Drawing

Fashion History

Trends Forecasting

CONTENTS' OVERVIEW

General info:

- Undergraduate Level Course
- On-site
- Course Duration: 3 weeks
- Lesson Hours: 75

Curriculum

This short course introduces participants to the world of fashion accessories, that accounts to be a key revenue stream of any luxury fashion brand. The course takes participants from basic drawing and colouring techniques and guides them through the main tools needed to express design ideas, through to their visual representation based on the current fashion trends. After three weeks students will have a complete proposal for a fashion accessories collection, with work that is ready for progression into final illustrations in a professional digital format. This short intensive course provides a real feel of the fast-paced work of the accessories designer.

Week 1

In the first week the students explore the creative side of accessories design, analyzing colour combinations and working on the creation of contemporary fashion illustration. The students' presentation skills will find support in initial training in graphic design techniques. Study of fashion history and trends analysis and influences will offer visual and aesthetic inspiration towards the creative process of research and design.

Week 2

During the second week participants investigate the technical aspects of designing footwear and bags. They are trained on how to draw by hand for design ideas whilst taking into consideration contemporary construction techniques and knowledge, as well as the use of appropriate materials towards the creation of a capsule collection, following a project brief.

Week 3

In the final week, students deepen their fundamental knowledge, such as research methodologies and technical skills required in the development of a complete accessories collection. The development of the student's creative work will be supported through the teaching of digital design software necessary for realizing and presenting the collection project digitally, as well as through further training in graphic design solutions and communication methodologies towards a professional presentation. The students' creative approach and product management capacities will be supported by further studies in materials and their characteristics.

Short Courses are taught via:

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

Final Output

Upon completion of this short course, you will be equipped with the knowledge and skills to produce a Portfolio of Accessories.

Course materials

Materials students will be required to bring with them:

- A3 hardback Sketchbook and fine liner pens (variety of thicknesses).
- A pair of paper scissors, scalpel.
- Drawing pencils (variety of thicknesses).
- A recent computer with a recent operating system.
- Selection of pantones and watercolours, inks and brushes.

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.