



# BA FASHION DESIGN & ACCESSORIES

## LONDRES

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inglês

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Criando novos ícones de desejo. Acessórios são os novos objetos de desejo da moda e fazem a diferença em uma coleção vencedora e no nome de uma marca. Este curso integral de três anos forma designers multifacetados, totalmente qualificados nas mais recentes técnicas e abordagens de design de moda e acessórios. Esse programa de graduação é projetado para participantes que desejam ingressar no mundo da moda e oferecem uma educação completa, permitindo que adquiram o conhecimento e as habilidades necessários para seguir uma carreira na área escolhida. Abrangendo sapatos, bolsas e design de coleções de moda, o curso nutre a criatividade e o estilo individual, ao mesmo tempo que responde às novas demandas e tendências do mercado de moda e luxo. Ao estudar os principais movimentos artísticos contemporâneos e os estilos e tendências mais recentes que influenciam o design de acessórios, os participantes desenvolvem uma sensibilidade estética, apreciando os valores e características intrínsecos de um produto de acessórios, nomeadamente as emoções e percepções que os clientes extraem de um item de moda para produzir produtos que geram desejo. Eles aprendem a pesquisar e contextualizar ideias e são incentivados a experimentar novas abordagens que estão surgindo hoje na indústria, incluindo recursos renováveis e sustentáveis, materiais inovadores e novas tecnologias, desenvolvendo um estilo individual e habilidades criativas e profissionais. Os participantes também exploram como a manufatura italiana é exemplar na identificação e uso de materiais e técnicas de fabricação, com foco na excelência da “italianidade”: artesanato, design e estilo. O uso de técnicas tradicionais e novas tecnologias é bem equilibrado para garantir que os participantes adquiram habilidades abrangentes em todas as áreas: da ilustração manual aos softwares mais recentes, progredindo do design 2D para o 3D, e também em técnicas de impressão 3D. Eles entendem a viabilidade da produção e desenvolvimento de acessórios, trabalhando e avaliando as necessidades de material por meio de uma análise completa de forma. Este curso dinâmico proporciona uma base sólida no sistema da moda; um modelo que abrange muitos aspectos diferentes da indústria de moda competitiva e em rápida mudança de hoje.

A evolução da moda e do design de acessórios é também estudada, desde os seus humildes começos como um complemento funcional até o status elevado que tem hoje como peça assinada em uma coleção de moda. Um evento final de exposição de formatura oferece aos participantes a oportunidade de exibir seu trabalho e alcançar reconhecimento através de networking. Guiados por uma equipe experiente de especialistas do setor, o último ano se conclui com a criação de um portfólio profissional e uma coleção de design de acessórios. Este curso faz parte dos caminhos de estudo de design de moda. Com o design de moda como a matéria principal, os participantes se especializam na área de interesse escolhida (acessórios), concluindo o curso com um perfil profissional distinto. Este curso também está disponível como um curso de Bacharelado com Honras de quatro anos (incluindo Ano de Estágio).

## POSSÍVEIS CARREIRAS

- Designer de acessórios
- Moldador de padrões de acessórios
- Designer de bolsas
- Ilustrador de moda
- Gerente de produto

## FOCO DE APRENDIZAGEM

- Desenho de moda e ilustração (2D, 3D)
- Prototipagem (laboratório e oficina) corte de padrão, maquete
- Habilidades de comunicação visual e apresentação profissional
- Design digital e impressão 3D
- Estudo de tecidos e materiais
- Portfólio profissional de design e coleção
- Marketing e negócios de moda
- Análise e estratégias da moda contemporânea
- História de acessórios de luxo e herança de marca
- Métodos de pesquisa criativa

# PROGRAMME INFORMATION

## STUDY PLAN

This is a guide to the overall structure of your course, mandatory elements, modules), and periods of assessment.

### 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)	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)	Accessories Design Methodology (30 credits)	The Art of Luxury (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

TERM ONE	TERM TWO	TERM THREE
Product and Style Innovation (30 credits)	Final Major Project Fashion Design and Accessories (60 credits)	
Final Dissertation (30 credits)		

Class times: Monday – Friday. 08.30-20.00

Lesson duration : 2.5 hours

## **Assessment periods:**

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

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

## **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 constitutes 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 credit per level (or year) with no more than 60 credits per term.

## **CONTENTS' OVERVIEW**

### **Curriculum**

The BA (Hons) Fashion Design and Accessories 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 and accessory 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. This course encompasses the inspirational, and experimental elements of the fashion creative industries and beyond. With a focus on enhancing and curating individual creative processes, and polished yet contemporary creative outcomes via multiple visual expression and 3D techniques. We focus on evolving Accessories collections conception and technical solutions. With your projects seeking to drive meaningful change in the discipline through informed, researched, and detailed proposals combined with an intuitive vision, and solid research and design skills embedded in a creative strategy. Through an in-depth immersion into industry practice, both in terms of simulated scenarios and real projects, you can expect to gain practical skills in an environment where you will have the opportunity to plan and organise contemporary Accessories fashion practice-based content, as well as explore the fashion network industry on a global scale. When considering the industry today, practical skills, and the links to elements such as sustainability are reflected upon heavily. We introduce you to the journey of an informed circular economy, and ethical practices while conceiving, planning, designing, and producing an Accessories collection. The creative outputs gained from this course, will be generated using both physical and digital means. An extensive research methodology for each output will also be supported by rationale. This course looks at collection and prototype creation, but also enhances the overall creative journey and investigation of trends, using visual and oral communication to inform decisions and outcomes. You will progress by undertaking a series of creative and commercial projects, which will contribute to the execution of an Accessories professional portfolio and a product range proposition, which represents your individual creative style.

The development of the course teaches you how to manage self-initiated creative briefs, delivered and pursued from both a practical and academic discipline. The course allows for an opportunity for you to look into the future of the Accessories 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 platforms, and considering mixed reality elements. The course will provide you with an insight into the nature of entrepreneurship and innovation in both theory and practice, with specific attention to contemporary and upcoming digital outcomes and markets. You will also be significantly engaged with experienced professionals and practitioners through industry projects and live panels. The course encourages you to examine the past and challenge the present, to have inventive, assertive ideas that question contemporary agendas. Giving you the skills, opportunities – and above all, the freedom – to put those ideas into practice. As part of this course, you will explore diversity, social responsibility, and sustainability. An emphasis on how you may apply this critical thinking across these important themes to your practice is crucial. Through teaching, specialist research, and collaborative work, we encourage thinking differently. By using the fashion industry as a lens to examine the history and work towards building a more sustainable and ethical environment in the future. 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 Accessories 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 Accessories 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**

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 Paris 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 Styling and Creative Direction 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 classroom, our classes have a cultural edge 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 consisting 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
- Labs are used for core development of physical and digital work wherein you will be either engaged in practical activities or using digital software.
- Practice based workshops are key to communicate, demonstrate and acquire tools and techniques fluency, in physical and digital 3D expression
- Seminar groups are used to discuss current affairs and industrial issues, often via case studies.

At 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 studio 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 studio-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 projectbased learning, essays, fashion journalism articles, presentations and hands-on experiential learning such as physical (shoots) and digital (XR, CGI,..) still/moving image productions. When considering the digital learning environment, you not only have access to cutting edge resources such as XR and CAD software but a versatile library of equipment. All teaching resources and materials are available for use via the virtual learning environment. Live projects, work experience, tutors who are practising professionals and guest lecturers give you valuable links with industry and ensure that your learning is very up to date with regard to industry knowledge.

At the beginning of each Unit you will be given a Unit Handbook and other materials (such as Assessment/project Briefs) by your lecturer(s). These set out everything you need to know about your learning on that unit, for example: what form learning and teaching will take, the unit content, the aims and learning outcomes for the unit, and the ways in which you will be assessed, deadlines for submission of work and how the unit will be scheduled in terms of how much time you will spend in different kinds of activities each week (for example: studio-based work, lectures, digital workshops, shoots, visits). It will also contain information about what kind of work you are asked to submit for assessment (for instance projects, essays, presentations, reflective self-evaluations, research journals, trend research and shoots) and it will tell you the weightings of those assessments (for instance: 70% for a Research Journal and, 30% 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 contacts in the industry. 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, and skills and attributes which make you a great contender in the global labour market.

Further to this, our school being in 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**

The academic staff is being supported by receiving offers to further develop their skills and acquire academic qualifications as:

- LTA, Learning Teaching Assessment
- PgCert

Istituto Marangoni Paris also financially supports, partly or fully, academic costs to attend conferences and training that can benefit both the staff and the institution. The Director of Education, with the support of the QA and HR teams, selects on a yearly basis the academic staff to whom professional development will be offered. This selection is being made based on available budget and development needs in order to progress staff and be able to deliver teaching quality. The academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons such as quality improvement, in response to feedback from students, academic faculty or subject External Examiners, to ensure currency of programmes, annual monitoring and data outcomes and/or alignment with any regulatory body requirements or changes. Below are examples of continuous programme management and quality arrangements:

- Course validation or revalidation: the programme approval is based on a process of internal and external peer review and ensures alignment against all relevant UK external reference points as well as internal and external policies and procedures.
- Annual programme / unit modifications: the academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons such as quality improvement in response to feedback from students, tutors or subject External Examiners to ensure currency of programmes, annual monitoring and data outcomes and/or alignment with any regulatory body requirements or changes.
- Programme Continuous Improvement Plans: the process provides an important source of information for programme teams on the operation of the programmes as these documents provide a complete record of enrolment and Assessment Board related information, progress of actions, good practice identified, student and External Examiner feedback, complaints overview etc.
- Unit performance reports: the purpose of those reports is to continue and enhance the quality of units and act upon any concerns in a timely manner.
- Student engagement and feedback: student participation in quality assurance and enhancement processes helps to improve the educational experience of students, benefiting the wider student body, the Higher Education sector as well as engagement with collaborative partners within industry.