



BA FASHION DESIGN & MARKETING

LONDRES

01 de outubro de 2024

27 de janeiro de 2025



FASHION DESIGN

Desenvolva, desenhe e promova seu futuro na moda. O encaixe perfeito: designers com conhecimento em marketing e talento para comunicação. Este curso dinâmico combina habilidades criativas e técnicas de design de moda com um conhecimento profundo de marketing, comunicação e negócios para a indústria da moda, proporcionando aos participantes tanto habilidades de design e produção quanto informações relevantes sobre o mercado. Ingressar na indústria da moda a partir de uma perspectiva criativa e empresarial. Esses programas de graduação são projetados para quem deseja entrar no mundo da moda e oferecem uma educação completa, permitindo que os participantes adquiram o conhecimento e as habilidades necessárias para seguir uma carreira no campo escolhido. Começando com técnicas essenciais e conceituais de desenho à mão, os participantes começam a desenvolver designs de moda e aprendem a aprimorar suas próprias ideias de design a partir de pesquisas criativas. Eles são orientados a investigar tópicos importantes nos ambientes atuais de vestuário e varejo de moda, incluindo sustentabilidade e questões ambientais, e são apresentados às tecnologias existentes e emergentes que influenciam o design de moda. A partir da análise da fabricação de roupas por meio da desconstrução, os participantes estudam a linguagem da composição da alta-costura e do prêt-à-porter, progredindo por várias etapas do processo de design, desde a proposta de uma ilustração de moda, modelagem e construção, até a peça finalizada. Enquanto desenham coleções de moda e criam roupas, os participantes são introduzidos aos principais princípios de marketing e entendem o consumidor global de luxo, a fim de reconhecer e criar estratégias de comunicação específicas para o mercado da moda. Eles aprenderão a identificar e definir suas próprias coleções individuais e a desenvolvê-las, considerando aspectos como planejamento de linha, precificação, desenvolvimento de produtos e organização dos processos de fabricação. Aplicando essas habilidades ao planejamento de suas próprias coleções, os participantes aprendem a gerenciar vários aspectos da produção dentro da ampla cadeia de suprimentos da moda.

Por fim, por meio da criação de estratégias de negócios ligadas ao desenvolvimento de seus próprios trabalhos de design, apresentados em um portfólio profissional, os participantes são capazes de produzir planos de negócios para apoiar o espírito empreendedor de uma proposta de coleção. Este programa oferece aos participantes uma ampla gama de habilidades e conhecimentos em design de moda e marketing, preparando-os para uma carreira nas indústrias globais de moda, luxo e criatividade.

Com uma visão extra e aptidão em comunicação e marketing de moda, os participantes têm habilidades versáteis adicionais que podem ser adaptadas a qualquer carreira no vasto mundo da moda e do luxo. Este curso faz parte das trilhas de estudo de design de moda. Com o design de moda como matéria principal, os participantes se especializam na área de interesse escolhida, concluindo o curso com um perfil profissional distinto. Este curso também está disponível como um curso de bacharelado com duração de quatro anos (incluindo o ano de estágio).

FOCO DE APRENDIZAGEM

- Desenho e Ilustração de Moda (2D, 3D)
- Corte e construção de padrões
- Design digital
- Design profissional e portfólio
- Comunicação visual e habilidades de apresentação profissional
- Práticas de negócios de moda e marketing
- Gestão de produtos
- Desenvolvimento de plano de negócios
- Empreendedorismo em moda
- Compra de moda e planejamento de linha
- Comportamento e análise do consumidor

POSSÍVEIS CARREIRAS

- Designer de Moda
- Diretor de Coleção
- Desenvolvedor de Coleção
- Diretor Artístico
- Diretor Criativo
- Consultor de Moda
- Consultor de Imagem
- Consultor de Coleção
- Gerente de Produto
- Desenvolvedor de Produto
- Gerente de Produção
- Coordenador de Subprodutos
- Previsor de Tendências
- Especialista em Marketing
- Agente de Publicidade
- Especialista em Relações Públicas
- Especialista em Comunicação
- Empreendedor
- Empreendedor
- Designer Têxtil
- Desenvolvedor de Tecidos
- Designer de Moda Virtual 3D
- Designer CLO3D
- Modelista Virtual

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

CONTENTS' OVERVIEW

Curriculum

The BA (Hons) Fashion Design and Marketing 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 with a focus on how fashion can be communicated and promoted through a variety of media. 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. You will develop strong narratives, create forward-thinking collections, and have the opportunity to explore the marketing aspects relating to your work.

You will be able to connect your designs with the real world, through the lens of the production process, as well as explore innovative ways to communicate with your target audience. With a 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. The dynamic curriculum is delivered through industry-focused projects, combining theory and practice in order to shape you as a future entrepreneur ready to take on new opportunities in the fashion industry. 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. The 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 live 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.

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 through Market and Brand Development.

STUDY PLAN

To complete the programme, students will need to achieve total of 360 credits for an undergraduate degree, 120 credit per level/ year.

Note: 120 credits for the Sandwich Year does not count towards the 360 credits required to achieve the BA (Hons) Fashion Design and Marketing award.

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)	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)	Marketing in the Fashion Sphere (30 credits)	Crafting the Fashion Market (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
Personal Research and Product Management (30 credits)	Final Major Project Fashion Design and Marketing (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.

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.