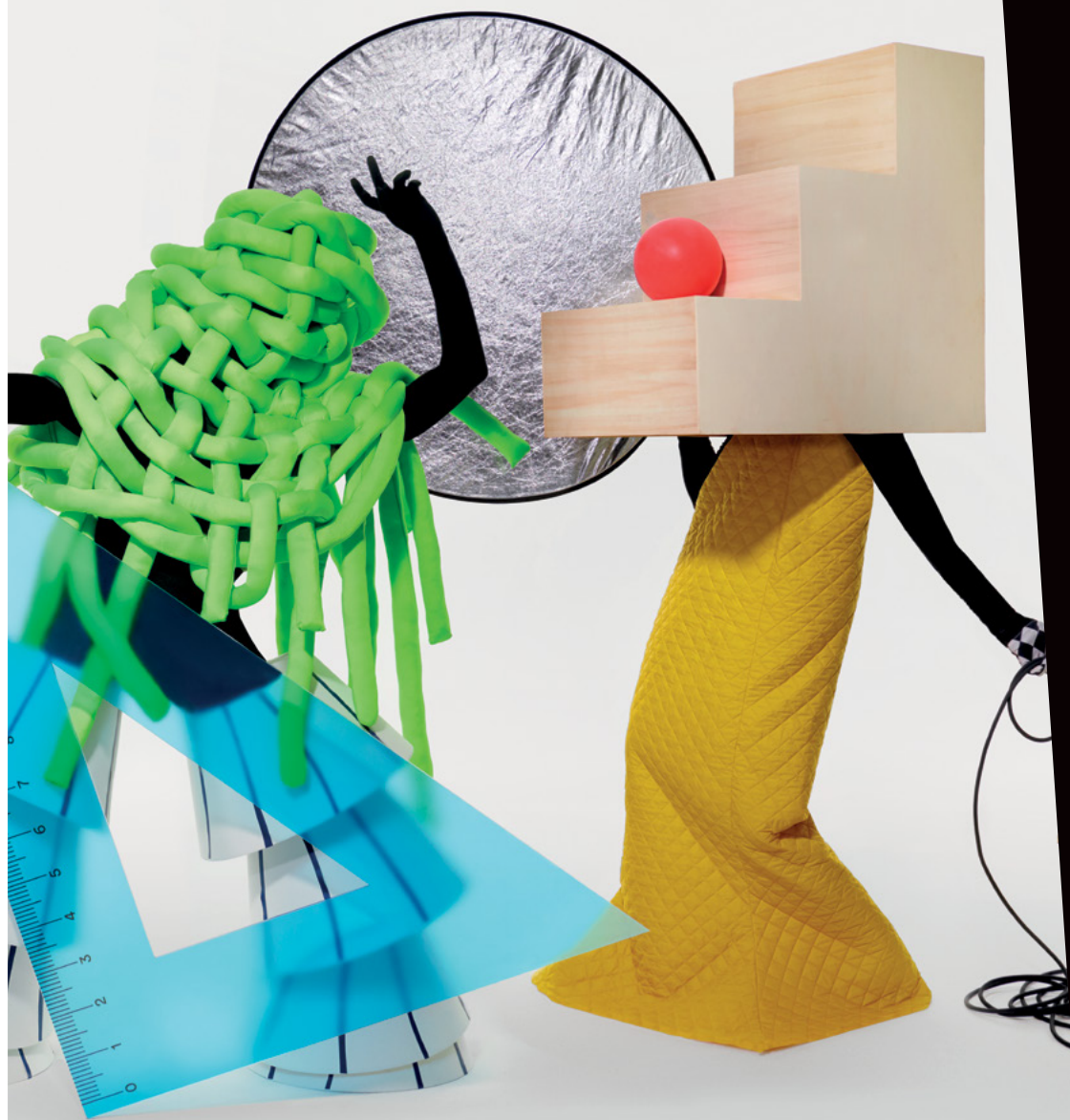


UNDERGRADUATE \ FASHION DESIGN



CURRICULUM

INTERNATIONAL ACADEMY
OF ART & DESIGN

design
mundo
afora

NABA

bachelor of arts in

FASHION DESIGN

AREA
Fashion Design

AREA LEADER
Milan | Rome
Colomba Leddi

COURSE LEADER
Milan
Michele Corradini

COURSE ADVISOR
LEADER
Rome
Diego Manfreda

This BA aims at preparing students to enter the professional world within the national and international Fashion System. With a creative and practical approach, the programme guides students to find and develop their talents, led by a faculty consisting of professionals, and through collaborative experiences with companies and institutions connected to the cultural, social and economic life of Milan and Rome. It is a non-stop laboratory of ideas thanks to the collaboration among the different specialisations, which fosters the synergy of a real work team.

LANGUAGE
Italian - English

CAMPUS
Milan - Rome

DEGREE AWARDED
First Level
Academic Degree

CREDITS
180 CFA

LENGTH
Three years

SPECIALISATIONS

Fashion Design ^{MILAN - ROME}
Fashion Styling and
Communication ^{MILAN - ROME}
Fashion Design
Management ^{ROME}

CAREER OPPORTUNITIES

Fashion designer
Textile designer
Accessories designer
Costume designer
Product manager
Art director

Stylist
Web communicator
Image consultant
Supply chain manager
Brand manager
Fashion buyer

LEARNING OBJECTIVES

To be aware of the tools and the design approach specific to a fashion designer

To improve the skills to analyse and develop concepts and ideas which later will be used in complex projects, managing all the steps of the design and the making phase

To share professional experience in team and exploring new scenarios of the fashion system to achieve new type of entrepreneurship

CURRICULUM

FIRST YEAR

SEMESTER	COURSES	CFA
1	History of modern art	6
1	Project methodology	12
	Methodology	6
	Drawing	6
1	Project culture	8
	Textile culture 1	4
	Fashion patterns	4
1	Mandatory IT training activities	4
TOTAL CREDITS 1ST SEMESTER		30
2	Fashion design 1 - Project tools and methods	10
	Fashion drawing	5
	Prototyping	5
2	History of costume	6
2	Textile design 1	8
	Textile	4
	Knitwear	4
2	Additional training activities	2
2	Mandatory training activities English and additional language skills	4
TOTAL CREDITS 2ND SEMESTER		30
TOTAL CREDITS FIRST YEAR		60

SECOND YEAR

SEMESTER	COURSES	CFA
3	Pattern making	8
	Handmade model	5
	CAD	3
3	Fashion design 2	6
3	Accessories design	6
3	Digital technologies and applications	6
3	Additional training activities	4
TOTAL CREDITS 3RD SEMESTER		30
4	1 specialisation course to be chosen by the student: Fashion design 3 - Menswear (FD Spec.) Fashion design 3 - Kidswear (FD Spec.) Fashion design 3 - Knitwear (FD Spec.) Fashion design 3 - Accessories (FD Spec.) Fashion design 3 - Fashion design management 1 (FDM Spec.) Fashion setting 1 (FSC Spec.)	6
TOTAL CREDITS SECOND YEAR		60

4	1 specialisation course to be chosen by the student: Textile design 2 (FD Spec.) Digital printing Textile drawing Textile design 2 (FDM Spec.) Textile culture 2 Supply chain and sustainability Fashion design publishing (FSC Spec.)	8 4 4 8 4 4 8
4	1 specialisation course to be chosen by the student: Multimedia design - Fashion video (FD, FSC Spec.) Multimedia design - Digital strategy (FDM Spec.)	4
4	Art semiotics	6
4	1 course to be chosen by the student: Multimedia languages - Photography Illustration Multimedia languages - Graphic design	6
TOTAL CREDITS 4TH SEMESTER		30
TOTAL CREDITS SECOND YEAR		60

COURSES

THIRD YEAR

SEMESTER	COURSES	CFA
5	1 specialisation course to be chosen by the student:	
	Fashion design 4 (FD Spec.)	12
	Collection	6
	Prototyping	6
	Fashion design 4 (FDM Spec.)	12
	Fashion design management 2	8
	Marketing and management	4
	Fashion setting 2 (FSC Spec.)	12
	Art direction	8
	Styling	4
5	Phenomenology of contemporary arts	6
5	1 course to be chosen by the student	
	Theatre costume	
	Decoration techniques and technologies - Decoration	6
	Decoration techniques and technologies - Design	
	Performing techniques for visual arts	
5	1 course to be chosen by the student:	
	Aesthetics	
	History of cinema and video	6
	Introduction to cultural marketing	
	Cultural anthropology	
TOTAL CREDITS 5TH SEMESTER		30
6	Career development	6
6	1 specialisation course to be chosen by the student:	
	Final workshop (FD Spec.)	12
	Final project - Prototyping	6
	Synthesis workshop	6
	Final workshop (FDM Spec.)	12
	Final project - Brand vision	6
	Synthesis workshop	6
	Final workshop (FSC Spec.)	12
	Final project - Styling/ magazine	6
	Synthesis workshop	6
6	Final project	10
6	Additional training activities	2
TOTAL CREDITS 6TH SEMESTER		30
TOTAL CREDITS THIRD YEAR		60
TOTAL CREDITS BACHELOR OF ARTS		180

FIRST YEAR

HISTORY OF MODERN ART

This course explores history of art as a way to understand contemporary phenomena: the languages of art and its contexts and fields; images and their manipulation and consumption from the beginnings of the industrial era to the developments of technology and communication media, that mark our current situation.

PROJECT METHODOLOGY

This course is an introduction to design in the field of applied arts, through the study of methods and techniques of observation, analysis and visual processing.

PROJECT CULTURE

This course gives an introduction to materials and methods used in fashion design, to the properties, applications and behaviours of textiles in relation to the body's three-dimensionality, as well as to the shapes, patterns and manufacturing techniques of garments. The course aims at guiding the students towards the practical use of this knowledge as a support to the design activity.

FASHION DESIGN 1 PROJECT TOOLS AND METHODS

This course is an introduction to the fashion tools and designing methods through the understanding of representation techniques (technical drawing and fashion sketching) aimed at the development of a mini-collection, besides the learning of sampling techniques as a supporting tool to the designing activity.

HISTORY OF COSTUME

This course analyses costumes as a mean of communication within societies in different eras. Its syllabus includes the analysis of the origins of the fashion phenomenon, the difference between fashion and costume, as well as the socio-economical processes that determined the raise and growth of fashion.

TEXTILE DESIGN 1

Through theoretical and practical activities, this course introduces the students to the manifold peculiarities of textile fibres, providing them with technical and designing tools for textile drawing and knitted fabrics.

SECOND YEAR

PATTERN MAKING	The aim of this course is to provide the students with basic manual and digital pattern making tools, as well as to teach them the different uses and development methods of pattern templates. The course also focuses on material consumption schemes related to the use of fabrics and manufacturing techniques.
FASHION DESIGN 2	Over the course, students will design a complete womenswear collection. They will develop a theme from the initial concept, create a moodboard, bring it into fashion sketches and technical drawings, define materials and their properties, and manufacture the final product.
ACCESSORIES DESIGN	The course aims at providing the students with theoretical, technical and design tools for fashion accessories. It fosters the acquisition of the basic technical, cultural and design tools, of a creative flow management, as well as the development of analytical skills within the different business aspects of the fashion system for accessory design. Through technical and experimental learning processes, it also provides the necessary tools to design/prototype artisanal accessories.
DIGITAL TECHNOLOGIES AND APPLICATIONS	The course aims at providing the students with the technical tools related to the digital representation of the project, through the leading software linked to the world of creativity.
FASHION DESIGN 3 MENSWEAR, KIDSWEAR, KNITWEAR, ACCESSORIES (FD Spec.)	Over the course, the students will design a complete collection aimed at a specific market, to be chosen among menswear/kidswear/knitwear/accessories, applying and developing the acquired techniques and methods, verifying feasibility, and analysing and handling the reference market.
FASHION DESIGN 3 FASHION DESIGN MANAGEMENT 1 (FDM Spec.)	During the course, students will be able to analyse through case history the dynamics behind the identity of a brand. They will be able also to manage data and to connect the single steps of the design process to the production and the communication and marketing strategy of the products.
FASHION SETTING 1 (FSC Spec.)	Through lectures and practical classes, this course explores the connection among fashion, communication and marketing, focusing on the role of the stylist and its manifold applications: fashion collections, catwalk shows, advertising campaigns, editorials.
TEXTILE DESIGN 2 (FD Spec.)	Over the course, students will design a textile pattern collection through the processing of images, drawings and textile printing techniques, with particular attention given to traditional and digital printing techniques; they will also learn to define modules, variants and repeats.

TEXTILE DESIGN 2 (FDM Spec.) During the course, the students will deepen the previous knowledge acquired related to the qualitative characteristics of the materials. Students will be facing the great topic of sustainability through the study of fabrics, certifications and the supply chain according to a research aimed at achieving innovative systems.

FASHION DESIGN PUBLISHING (FSC Spec.) This course explores the publishing scene for fashion design, its interaction with the fashion system, the understanding of informative and expressive languages, as well as the drafting of a publishing project.

MULTIMEDIA DESIGN FASHION VIDEO (FD, FSC Spec.) This course explores in depth the culture of visual communication in different work fields: fashion film, web, digital communication. Specific attention will be devoted to the project issues in product design, in order to synthesise and concretise the discussed topics.

MULTIMEDIA DESIGN DIGITAL STRATEGY (FDM Spec.) The aim of the course is to understand the synergistic strategies and tools related to the development of the digital visibility and also new patterns of creative entrepreneurship in this field.

ART SEMIOTICS The subject of this course is the analysis of the communication processes within a specific field. Its purpose is to analyse and dismantle their mechanisms, using the methods of semiotics in their various currents (structuralist, interpretative, generative), also focusing on its interaction with other media.

MULTIMEDIA LANGUAGES PHOTOGRAPHY Through the critical reading and the analysis of photographic images and their context as well as through methodological practice, the course provides students with the tools for producing a personal fashion design photographic project.

ILLUSTRATION This course aims at introducing the students to fashion illustration starting from anatomical drawings and from different types of stylisation, working on freehand and digital representation, finding a personal style.

MULTIMEDIA LANGUAGES GRAPHIC DESIGN This course's purpose is to provide the technical and cultural background for fashion design and visual communication. Starting from the analysis of the specific elements of graphics, multiple outputs such as logos, layouts, merchandising, will be designed to develop a coherent and original visual language.

THIRD YEAR

FASHION DESIGN 4 (FD Spec.) The third year of this course sees the students develop an individual, complete clothing collection, entirely created by them. Starting from a common theme, the collection will be developed through all the methodological phases: from the explanation of the concept through images, to the choice of materials and colours, to the design and manufacturing of the models.

FASHION DESIGN 4 (FDM Spec.)	The aim of the course is to allow students to be working on an integrated design project, linked to both marketing and merchandising aspects.
FASHION SETTING 2 (FSC Spec.)	The aim of this course is the understanding of the communication modes typical of the fashion world, together with the learning of a design system that is targeted at the creation of communication strategies for the promotion of fashion products. Through an analysis of the contemporary scenario of fashion brands and the identification and analysis of their branding strategies, students will be prompted to understand their market positioning and the strategies implemented for image promotion and diffusion.
PHENOMENOLOGY OF CONTEMPORARY ARTS	The course aims at exploring the contemporary visual culture and the complexity of today's visual experience.
THEATRE COSTUME	This course offers a global overview of costumes for the show industry and of their possible application, beside the fundamental technical-methodological design tools.
DECORATION TECHNIQUES AND TECHNOLOGIES DECORATION	This course helps the students develop their personal methodology, starting from the historical/theoretical analysis of the topic (knowledge), to the study of the classic and contemporary iconography (competency), to a reinvention phase, carried out through traditional or innovative techniques for the development of a project (ability).
DECORATION TECHNIQUES AND TECHNOLOGIES DESIGN	This course aims at teaching the students design methods that are suited to the products and to their manufacturing processes, as well as value attribution and distribution methods.
PERFORMING TECHNIQUES FOR VISUAL ARTS	This course aims at creating a learning, research and creation path that takes move from the symbolic use of body and space, also inspired by different cultural traditions.
AESTHETICS	The aim of the course is to analyse the concept of western aesthetics. In contemporary society we witness elements of crisis in the definition of the concept of beauty. During this course students will be able to understand and identify the different types of aesthetics and to reason on their different categories.
HISTORY OF CINEMA AND VIDEO	Through the screening of films and critical discussions, this course aims at providing the necessary notions for the complex and problematic understanding of the cinematographic mean, linking all financial, technological, communicative and artistic aspects.
INTRODUCTION TO CULTURAL MARKETING	Within the course, the marketing role will be analysed in its various applications in a specific industry: merchandising (product marketing), communication (on-off line), sales.

CULTURAL ANTHROPOLOGY	By analysing the role of research and use of words in the expression of thoughts, this course draws attention to the multiple disciplines that intertwine the sense and meaning of men and bodies.
CAREER DEVELOPMENT	The aim of this course is to support the students on it, to create their professional image through a personal portfolio. It will also make them aware of the possibilities, the rights and duties connected to the different jobs in the fashion system. During the course students will study general topics such as modality and contract of employment, elements of business economics, intellectual property rights. More specific topics linked to each discipline like for instance the analysis of the most important operators of the sector and the dynamics to access specific job markets will also be taught during the course.
FINAL WORKSHOP	This strongly project-based activity aims at supporting the students that are about to graduate in the management of the practical part of their degree thesis. Rather than actual teaching, the synthesis workshop is a compound of activities that are designed and planned around the thesis projects themselves. The students will have the opportunity to attend classes, in form of lectures, that relate to the thesis project they have chosen, as well as to have lecturers in their reference field reviewing their work. The planning of such activities follows the approval of the thesis projects, in order to customise as much as possible the lecturers' contribution and to offer the students highly targeted support, thus maximising outcomes and quality. According to the individual cases, group lectures and individual reviews will alternate.
FINAL PROJECT	The final project is the high point of the entire Three-year programme. The exam consists of a written part, where students analyse, with a critical and/or reflexive approach, a complex topic agreed upon with a supervising lecturer. In order to develop the theoretical part, students must carry out attentive research, not only bibliographical, and contextualise their opinions with suitable arguments. The final project also includes a project that depends on the kind of study course and that, through the discipline's own design method, reflects the complexity of thoughts and ideas expressed in the written part. The relation between the two components and the kind of research and project are largely based on the decisions and dispositions of the students, who will agree upon all practical and conceptual aspects with their supervisor. Each study course contains general advice about the kind of work that should be undertaken. Throughout the Academy, specific norms are enforced that the students should be familiar with.