



SHORT COURSE - FASHION DESIGN: YOUR FIRST T-SHIRT COLLECTION

MILÃO

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inglês



FASHION DESIGN: YOUR FIRST T-SHIRT COLLECTION

O design de camisetas é apenas uma das muitas habilidades essenciais no design de moda. Aprender tudo sobre esta área emocionante e divertida da indústria oferece aos participantes a oportunidade de experimentar e descobrir rapidamente seu próprio estilo artístico e talento. O curso também analisa quais fatores ajudam a criar uma peça de arte bem-sucedida e como marcas e indivíduos conseguiram produzir coleções de camisetas icônicas e premiadas.

O **curso de 3 semanas** em design de camisetas começa com habilidades básicas de ilustração manual, aprendendo a pesquisar e encontrar inspiração criativa para criar murais de inspiração pessoal e cadernos de esboços. O design avança através de opções de embelezamento, prestando atenção a detalhes e acabamentos, repetições em toda a peça, imagens abstratas e os prós e contras de designs únicos. Os fundamentos do **software Adobe Illustrator** introduzem os participantes ao emocionante mundo do design digital versus a renderização manual, enquanto compreendem o que faz um bom design de camiseta e as histórias por trás de alguns dos designs mais icônicos do passado, contribuindo ainda mais para a apreciação geral dessa forma de arte criativa. Designers de camisetas bem-sucedidos também precisam estar cientes de quais materiais usar para impressão; por exemplo, usar algodão ou misturas, juntamente com os principais desafios nos processos de produção de impressão ao considerar cor, design, tamanho e quaisquer possíveis restrições orçamentárias. Ao longo das 3 semanas, os participantes têm a oportunidade de desenvolver suas habilidades de design e criatividade para produzir uma coleção individual de arte de camisetas pronta para produção.

Os cursos de nível preparatório do Instituto Marangoni se concentram no enriquecimento pessoal e na diversão voltadas para jovens e aspirantes a criativos que estão considerando estudos em nível universitário. Neste nível de estudo, não há exames ou avaliações com que se preocupar. Os cursos são especificamente elaborados para qualquer pessoa interessada em aprender sobre design e processos criativos, desde os fundamentos até alguns dos elementos mais interessantes e complexos. Nenhuma habilidade anterior em design ou software é necessária.

SEMANA 2

Esta semana começa com uma visão geral das indústrias de moda e luxo, incluindo, por exemplo: têxteis, vestuário, acessórios, cosméticos, óculos e joalheria. Os participantes analisam os fatores críticos que definem o sucesso de algumas das principais marcas italianas e internacionais, além da imagem da marca. Nesta fase do curso, os participantes também começam a reunir suas pesquisas da semana anterior para definir um estilo individual específico, realizar pesquisas iconográficas e entender os principais conceitos do planejamento da sessão de fotos e da narração de histórias.

SEMANA 3

Na última semana, os participantes analisarão as principais práticas de marketing e comunicação de imagem e estilo, bem como os principais componentes da distribuição, o ciclo de vida do produto e os pontos de preço. Eles avaliam o impacto do estilo na atividade do consumidor, merchandising e vendas, online e offline, e aplicam seus conhecimentos para desenvolver um plano básico de marketing ilustrado. Os participantes também poderão reunir sua pesquisa de estilo (a importância da cor, silhueta, acessórios e sua combinação) e apresentar um conceito de estilo individual ligado à sua proposta de marketing, compilando seu trabalho para apresentação em um livro de estilo individual.

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

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 and Seminars

Creative Research Fibers, fabrics and

embellishment Prints & Illustration

Digital Design History of T-Shirt

Design Seminar: Trends Workshop:

T-Shirt Deconstruction Seminar:

Semiology Workshop: CIO3D

Rendering Seminar: Procreate

CONTENTS' OVERVIEW

Curriculum

T-shirt design is just one of the many essential skills in fashion design. Learning all about this exciting and fun area of the industry gives participants the opportunity to experiment, and quickly discover their own artistic flair and talent. The course also takes a look at what factors help make a successful piece of artwork, and how brands and individuals have gone on to produce iconic and award-winning t-shirt collections. The 3-week course in t-shirt design starts with basic hand illustration skills, learning how to research and find creative input to create personal mood boards and sketch books. Design moves forward through embellishment options, paying attention to detailing and finishes, all-over repeats, abstract images, and the pros and cons of one-off designs. The fundamentals of Adobe Illustrator software introduce participants to the exciting world of digital design vs. hand rendering while understanding what makes a good t-shirt design, and the stories behind some of the most iconic designs of the past, further assist in the overall appreciation of this creative art form. Successful t-shirt designers also need to be aware of which materials to print on; for example, using cotton or mixed blends, together with the main challenges in print production processes when considering colour, design, size, and any possible budget restrictions. Over the course of the 3 weeks, participants have the opportunity to develop their design and creative skills to produce an individual collection of t-shirt artwork ready for production. Istituto Marangoni preparatory level courses focus on personal enrichment and enjoyment aimed at young and aspiring creatives who may be considering university level study. At this level of study there are no exams or assessments to worry about. Courses are specifically crafted for anyone interested in learning about design and creative processes, from the very basics, through to some of the more interesting and complex elements. No prior design or software skills are required.

Week 1

Photoshop tools, Digital Print Design, Fabrics & Embellishment, Prints & Illustrations, History of T-Shirt. The course starts with basic hand illustration skills via e-workshops. Participants will learn how to explore, explain, and propose their print ideas through simple illustration techniques. They will also learn the basics of visual research, and understand how to edit their individual ideas, inspiration, and creativity. They will have the opportunity to create personal mood boards and a basic sketchbook, exploring the world of print and T-shirt design for the very first time. Furthermore, a basic history of T-shirt design will provide an insight into the stories behind some of the most iconic designs of the past and will further assist participants in the overall appreciation of this creative approach.

Week 2

Prints & Illustrations, Creative Research, Digital Print Design, Fabrics & Embellishment, History of T-Shirt. The course continues towards the final project, with participants starting to develop their first print proposals. At the same time, they will take a step into the vast world of fibres, fabrics, and their intrinsic values. An overview is proposed, giving participants a first insight into possible technical issues, challenges, and solutions for their final T-shirt collection. During the week they will be shown different printing and embroidery techniques to experiment with and are asked to apply these inputs to their own ideas and designs. A dedicated workshop in the pattern making lab gives them the opportunity to personalise a real t-shirt. Mood boards become clear and personal. During this week, participants will start to elaborate their prints with the help of computers, with an introduction into the fundamentals of specialised applications, such as Photoshop and Illustrator

Week 3

Final Project finalization, Prints & Illustrations, Print Design, Colours and Fabrics palette, Digital Presentation, External Visit. During this week participants are able to finalize their design proposals. They are guided into making creative decisions and to detailing and finishing. In order to be able to propose their own project, participants are shown how to elaborate basic flat and technical drawings for the production of T-shirts, prints or embroideries, and their correct placement. At the end of the week they will be able to present their final designs, and creative materials, as a mini-portfolio of an individual T-shirt collection.

LEARNING OUTCOMES

Programme-Specific Learning Outcomes

On successful completion of the Fashion Business short course, students will be able to:

- sketch, illustrate and render creative ideas in a comprehensible way;
- conduct basic visual research, and translate a creative idea into a realistic design proposal;
- identify fabrics and embellishments, and understand their intrinsic values; •
- create prints via hand rendering and using digital design techniques;
- demonstrate a basic knowledge of the history of t-shirt design.

ASSESSMENT

There are no formal assessments or exams for courses at preparatory level study. Practical and/or workshop-based projects may be offered to allow students to apply their theoretical understanding of a specific subject area. Presentations are used in some subjects to allow students to develop their creative communication skills.

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.