



MASTER FASHION DESIGN (WOMENSWEAR/ MENSWEAR/ KIDSWEAR)

FLORENÇA

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inglês e italiano



FASHION DESIGN (WOMENSWEAR/ MENSWEAR/KIDSWEAR)

O programa de Mestrado em Design de Moda (Moda Feminina/Masculina/Infantil) proporciona aos participantes as habilidades criativas e o profissionalismo exigidos pelo sistema global de moda, com excelentes conexões com a indústria e um elevado número de ex-alunos bem-sucedidos em marcas importantes de moda e luxo ou gerindo suas próprias marcas. Este curso dinâmico cultiva a criatividade no design, o estilo individual e a visão pessoal dos participantes, enquanto eles respondem ao cenário em rápida evolução da moda através de uma série de atividades baseadas em projetos que refletem diferentes aspectos das práticas da indústria. Dessa forma, os participantes são desafiados a desenvolver seu pensamento sobre moda – o que ela é e o que pode se tornar – para alcançar seu pleno potencial, ao mesmo tempo em que adquirem habilidades avançadas em design de moda e preparação para a indústria. Os participantes se formam com uma compreensão de sua identidade única como designers e de sua posição na indústria da moda com base na inteligência de mercado.

Design de Moda Feminina

O curso proporciona aos participantes uma compreensão da moda feminina e de como ela tem mudado na sociedade contemporânea. O impacto do design contemporâneo é abordado e questionado, desafiando a tradição, analisando o empoderamento feminino e a autoconsciência, enquanto se inspira o talento criativo. Os participantes

são incentivados a lançar desafios contemporâneos, compartilhar ideias inovadoras e inspirar novas tendências.

Design de Moda Masculina

O curso oferece aos participantes noções essenciais para a criação de estilos masculinos e habilidades essenciais de alfaiataria para o design de coleções de alta qualidade. Embora as diferenças de gênero estejam se tornando cada vez mais sutis na moda, o vestuário masculino continua sendo um setor altamente atraente. Além de ajustes, silhuetas e atenção aos detalhes, os designers de moda masculina precisam de criatividade e talento único para se conectar com seu público específico.

Design de Moda Infantil

O curso oferece aos participantes insights relevantes e uma compreensão profunda das peculiaridades do design de moda infantil e seu mercado, junto com as últimas tendências do setor e o conhecimento essencial para criar uma coleção única voltada para crianças. O principal objetivo do programa é focar no desenvolvimento de uma coleção fresca e estilosa, ao mesmo tempo em que se considera as ferramentas digitais úteis para o design de padrões e tecidos. Em nível de pós-graduação, os participantes já terão experiência em design de moda, modelagem, confecção de vestuário e criação de portfólios para atender com sucesso aos desafios deste curso em pesquisa conceitual, desenvolvimento de design e experimentação, desenvolvimento de projetos profissionais, desenvolvimento de coleções, marketing e branding pessoal. Eles são incentivados a trabalhar experimentalmente com a forma e construção de peças de vestuário, com o uso de novas tecnologias, como o CLO3D, junto com recursos renováveis e sustentáveis, e a conceber maneiras imaginativas de trabalhar com materiais e técnicas – o verdadeiro artesão criativo da moda, combinado com a excelência da "italianidade"; artesanato, design e estilo internacionalmente aclamados.

FOCO DE APRENDIZAGEM

- O processo de design para coleções de moda
- Ilustração de moda e técnicas de apresentação
- Corte digital de padrões, confecção de vestuário e planejamento de produção
- O futuro da moda
- Conexões entre design e cultura
- Marketing, comunicação, promoção e identidade de marca
- Pesquisa de tendências
- Técnicas criativas de pesquisa
- O artesanato da moda
- Têxteis, novos materiais e tecnologias no design
- Estudos contextuais e teóricos

POSSÍVEIS CARREIRAS

- Designer de moda
- Ilustrador de moda
- Diretor criativo
- Consultor de moda
- Pesquisador/Previsor de tendências

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

ACADEMIC ACHIEVEMENT

First Level Academic Master Diploma.

Participants who successfully complete this programme will be awarded with a First Level Academic Master Diploma. Recognised by the Italian Ministry of Education as an academic diploma equivalent to a university postgraduate Master degree, participants will obtain 60 CFA (crediti formativi accademici) equivalent to 60 ECTS credits.

STUDY PLAN

Semester	Subject	ECTS Credits
S1	History and Criticism of Contemporary Fashion	3
S1	Visual Research	3
S1	Fashion Design	4
S1	Image Digital Processing	4
S1	Fashion Trend Forecasting	4
S1	Product Engineering	4
S2	Production Processes	3
S2	Fashion Marketing	3
A	Design Methods	8
S2	Fashion Project Communication	4
S2	Realization of Experimental Prototypes	4
S2	Internship	10
S2	Dissertation	6
	TOTAL	60

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.

CONTENTS' OVERVIEW

Curriculum

In the development of industry products, collaborating with companies looking for original and innovative contributions is key. Students experience 'real world' project development in a professional setting, by receiving feedback and guidance from the company. The course provides a successful balance between advanced design techniques and the finished product, while concentrating on key issues in innovation and marketing. The history of design provides the necessary skills to make a critical assessment of a brand's or client's lifestyle and legacy understanding the relationship between concept, product and sales. Influences in art, culture, music, and design are evaluated in order to meet the latest trends, brand identity or requests from a client brief. Through subsequent in-depth semantic and sociological analysis students learn how to understand, interpret and implement proposals specifically for apparel. Combining technical expertise with creative research into contemporary influences and challenges, students deepen their understanding to produce innovative ideas and inspiration for new trends. They are encouraged to experiment with new approaches including renewable and sustainable resources, innovative materials and new technologies, strengthening their creative and professional ability and reinforcing individual style and identity.

Final Project (Dissertation)

The final project consists in an individual work, linked to the studies undertaken; the student will present a Final Book (binded and printed), that will illustrate his/her creative project and any prototype realized. The book must include a critical analysis of the context that originated the project and its development. Through primary and secondary research, the learner will develop a final work that will show evidence of having acquired the related professional skills, a subject-specific vocabulary, originality in his/ her own thinking and an advanced use of visual and communication skills, properly displayed through the use of mood-boards, colors, materials, illustrated creative ideas, technical charts and prototypes.

Internship

As part of the didactical experience provided to its students, the Undergraduate programmes include an internship period which is embedded in the Plan of Study of each programme. This working experience allows students to take advantage of skills and topics learned during lessons, putting them into concrete practice within a real professional environment. The internship consists of a period of an experience in professional practice through the realisation of individual or group projects in collaboration with institutions or companies on their premises or on the School premises (internship on campus).

LEARNING OUTCOMES

Educational Outcomes

Students who attend Programmes at Postgraduate level, on successful completion of their course of study, will be able to:

- Apply skills of critical analysis to real situations within a defined range of contexts;
- Select and define a research topic and implement a research plan using appropriate methodologies – within their specialist field of study;
- Demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self-management;
- Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT;
- Critically analyse their results and draw logical conclusions;
- Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives;
- Manage their professional development reflecting on progress and taking appropriate action;
- Find, evaluate, synthesise and use information from a variety of sources;
- Articulate an awareness of the social and community contexts within their disciplinary field; Exercise initiative and personal responsibility in the work environment;
- Continue as a researcher in an academic or commercial setting and have the potential to extend the bounds of knowledge in their chosen field;
- Carry out further independent learning or continuing professional development.

Programme-Specific Learning Outcomes

Students who successfully complete this specific Programme shall be able to:

- Critically evaluate consumer, market and trend requirements for an identified fashion brand;
- Carry out in-depth research within a wider context of art and design related industries applicable to the fashion industry;
- Demonstrate the creative and advanced technical processes involved in communicating clearly and effectively design concepts
- And ideas while reinforcing a fashion brand identity;
- Critically evaluate and apply the theories and techniques used in developing new design proposals for the womenswear/menswear/kidswear fashion industry displaying originality and self-direction;
- Carry out successfully a substantial piece of independent research.

TEACHING AND LEARNING METHODS

Course teaching methods are based around a wide variety of formats, such as frontal lectures, workshops, seminars, case studies and self-directed study: experienced professionals and visiting specialist Lecturers (industry professionals) make valuable contributions and enrich the learning experience of all students.

Self-Directed Study

This plays a major role in the programme, as students are expected to spend time researching and analysing subject matters independently to support and substantiate taught material.

Frontal Lectures

An integral part of the programme - with formal delivery of subject-specific contents to the whole cohort of students. At this level it is expected that students will use the lectures as a stimulus for further study/reading.

Seminars

Used to build on themes that are connected to the contents part of the Study Plan. Students are encouraged to make an active contribution by sharing in the argument and debate, while expressing their views.

Case Studies

A detailed discussion and in-depth analysis of real-life situations and existing Brands - to substantiate and assess concrete examples of contents and theories studies in class.

Workshop / Laboratory / Practical Sessions

Used to enable and nurture the creative and practical skill development of the student in an environment which simulates what happens in the industry.

Team Work

Requires students to operate as a member of a group or team and they usually have clearly identified roles. The emphasis is on collective responsibility, individual responsibility to the group and joint decision-making.

Study Trips (when applicable)

An exciting opportunity to enhance the students' learning path and consolidate their understanding of specific-subject contents. If assessment is dependent on information collected whilst undertaking the study trip, the trip would be considered mandatory. The cost of study trips can be either the responsibility of the student or on occasion included in the annual study fee. If the visit is within the city students pay for public transport.

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.

SPECIFIC ADMISSION REQUIREMENTS

- Copy of high school diploma or equivalent;
- Signed personal statement (motivational letter);
- Completion of entry test¹;
- For non English/Italian native speakers: certificate of language skills, level B1 of Common European Framework of Reference with specific requirements (e.g. IELTS 4.5 without elements below 4.0);
- An aptitude interview.

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.

STUDENT EVALUATION

Student feedback is essential to the programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies. Istituto Marangoni gathers student opinion in a variety of ways, which may include the following:

- Informal contact with Programme Leader and subject Tutor through appointments with academic staff;

- Issues will be taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report;
- Formal Student Representation;
- Semester/Term Questionnaire;
- Resources Questionnaire (at the end of each academic year);
- Final Questionnaire (at the end of a study cycle);
- NPS (Net Promoter Score) Questionnaire (at the end of each academic year).

It would be desirable that students provide details of their identity when giving constructive feedback on the course and teaching methods. There might be occasions when that is not appropriate and Istituto Marangoni recognises such exceptions. In these instances, the programme teams and central support services will ensure that anonymity and confidentiality are respected.