



# ONE YEAR - SHOES AND ACESSORIES DESIGN INTENSIVE

**FLORENÇA**

inglês e italiano

22 de setembro de 2025

# SHOES & ACESSORIES DESIGN

Calçados e acessórios são a verdadeira expressão do conceito de 'artesanato'. Durante o curso, os participantes aprendem sobre o estilo e a qualidade italiana, descobrindo como esses aspectos influenciam e desempenham um papel importante no mercado global de moda de luxo. Acessórios e calçados representam cada vez mais um elemento consistente dentro das coleções das marcas de moda, com vendas e participação de mercado aumentando ano após ano. Sede de muitas marcas de luxo mundialmente famosas, Florença é um centro de criatividade e há muito tempo é reconhecida como a capital mundial da produção de couro e acessórios de luxo - mantendo o ideal 'Made in Italy', conhecido por seu estilo, qualidade e técnicas de fabricação de primeira classe. O curso de Design de Calçados e Acessórios oferece aos participantes um ambiente de aprendizado estimulante, onde inovação, excelência e originalidade são investigadas e desenvolvidas através de aulas teóricas e práticas, com a ajuda de um corpo docente composto por profissionais da área e muitos praticantes atuando no território. O curso explora técnicas de pesquisa criativa para contextualizar ideias de design para o desenvolvimento do produto final, projetando para o mercado de luxo e experimentando com moda contemporânea e novas atitudes emergentes na indústria hoje, como sustentabilidade e materiais inovadores. Atendendo às necessidades daqueles com tempo limitado, este curso intensivo de um ano fornece os conceitos técnicos e teóricos ligados ao design de acessórios e calçados e suas técnicas de produção, cultivando uma nova geração de artesãos de acessórios e calçados, tudo ambientado no berço dos artigos de couro italianos, casa dos principais atores da indústria de acessórios e calçados: Florença. Através do estudo de técnicas de design e ilustração e materiais, os participantes aprendem a projetar coleções de acessórios acompanhadas de desenhos técnicos para a criação e prototipagem de bolsas e calçados.

Os participantes são guiados na experimentação com novos materiais, visando valor estético contemporâneo e desempenho, enquanto são incentivados a desenvolver sua própria 'linguagem visual' e estilo pessoal. Este curso intensivo também aborda habilidades de comunicação relevantes nas novas mídias, essenciais para apresentar suas próprias propostas de design, e conclui com a criação de um portfólio de trabalho individual.

## FOCO DE APRENDIZAGEM

- Design de coleção de acessórios e calçados
- Tradição, cultura e tendências em acessórios
- Ilustração de moda
- Comunicação visual e habilidades de apresentação profissional
- Estudo de materiais

## POSSÍVEIS CARREIRAS

- Designer de calçados
- Designer de acessórios
- Criador de moldes de acessórios
- Criador de amostras
- Ilustrador de moda
- Gerente de produto

# ABOUT MARANGONI

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian, and international fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills, Istituto Marangoni also provides short preparatory courses covering a variety of fashion, design, and creative processes, put together for personal enrichment and enjoyment, or for aspiring creatives who may be considering further study.

## PROGRAMME INFORMATION

### ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate of Attendance

### EDUCATIONAL APPROACH

- to develop flexible approaches to programme delivery and student support which reflect the needs and expectations of our students;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to develop the students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
- to 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;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

## **CONTENTS' OVERVIEW**

### **Curriculum**

The Shoes and Accessories Design course offers a stimulating learning environment in which innovation, excellence and originality are encouraged and developed through theory and lab lessons with the help of inspiring academic staff and practitioners in the area. The course explores creative research techniques in order to contextualise design ideas for development of the finished product, designing for the luxury market as well as experimenting with contemporary fashion and new attitudes in the industry that are evolving today including sustainability and innovative new materials. Meeting the needs of those with limited time available, this intensive one-year course provides the technical and theoretical concepts related to the design of accessories and shoe and production techniques, cultivating a new generation of accessories and footwear artisans set in the birthplace of Italian leather goods and key player in the accessories and shoes industry, Firenze, Italy. Through design and illustration and the study of production techniques and materials, participants learn how to design accessory collections accompanied with technical drawings for the creation and the prototyping of bags and shoes. With an introduction to new technologies, and experimentation with new materials for contemporary aesthetic value and performance, participants are also encouraged to develop their own personal 'visual language' and style. This intensive course also looks into presentation skills in new media, key to presenting design proposals and individual skills to industry professionals, and concludes with the creation of a professional working portfolio and individual fashion accessories design collection.

### **Programme Aims:**

The Programme aims at the development of the following skills for the students:

- The ability to generate original ideas and product information using a variety of methods appropriate to fashion accessories and shoes design;
- Learn how to identify design, construction and production matters for the fashion accessories and shoes' market in a professional manner;
- Acquire problem-solving skills and concept-generating approaches required by the fashion industry for graduate-level employment or postgraduate education;
- Identify the changing needs of an increasingly international and challenging accessories and shoe design industry by developing their capacity to exercise both creative and specialist skill.

## **STUDY PLAN**

| <b>Code</b> | <b>Unit Title</b>                              |
|-------------|------------------------------------------------|
| I           | Fashion Accessories Drawing Fundamentals       |
| I           | Introduction to Fashion Accessories Collection |
| I           | Model Making (Accessories)                     |
| I           | Digital Design                                 |
| I           | History of Contemporary Fashion                |
| I           | Fabrics and Materials                          |
| II          | Experimental Illustration                      |
| II          | Accessories Collection Design                  |
| II          | Experimental Model Making                      |
| II          | Luxury Fashion Marketing                       |
| II          | Analysis of Trends                             |
| II          | Production Processes                           |

## **LEARNING OUTCOMES**

### **Educational Outcomes**

On successful completion of their course of study students will be able to:

- apply skills of critical analysis to real world situations within a defined range of contexts;
- 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;
- 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.

### **Final Award Learning Outcomes**

On successful completion of the Fashion Design Intensive course, students will be able to:

- Develop an original and highly creative fully illustrated collection, starting from a brief based on creative research within art and cultural contexts, that complies with relevant market development;
- Engage with a variety of hand drawing techniques and digital design tools to communicate and develop fashion illustration for shoes and accessories design collection.

- Show awareness of the connections between the functionality of design and construction techniques;
- Demonstrate an understanding of contemporary fashion culture and emerging trends;
- Demonstrate awareness of contemporary marketing strategies and their application within their area of professional practice;

## **TEACHING AND LEARNING METHODS**

### **Programme methods:**

The programme is designed to facilitate the development of a student who will be highly employable and will allow them to investigate and develop their strengths. The programme will present students with a variety of approaches to learning and assessment strategies that will promote intellectual, imaginative, analytical and critical judgement. It will allow students to develop understanding as well as their presentation and communication skills, which they will be able to demonstrate in a variety of forms. A combination of different learning and teaching methodologies are employed in order to promote reflective learning and develop generic transferable skills.

### **Methods include:**

- projects to encourage independent learning through investigation, enquiry and problem solving;
- group project to enhance interpersonal and collaborative skills;
- tutorials and group tutorials to facilitate shared experiences and best practice;
- seminars, formal lectures and workshops;
- study, trips, external projects and competitions present the students with another dimension to their learning experience;
- guest speakers provide the students with a full, broader and real prospective to their specialist field of study.

Students will have the opportunity to demonstrate their achievement of the intended learning outcomes through a variety of tests appropriate to their field of study.

## **ASSESSMENT STRATEGY**

### **Course Specific Assessment Criteria:**

The methods of assessment used give breadth and depth, which allow for both the formative and summative assessment of every student at each stage of the programme.

### **Assessment methods to support learning:**

The programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Different forms of assessment can, and where appropriate should, be used to test different types of skills and learning.

#### **Formative Assessment:**

Formative assessment informs both teachers and students about student understanding at a point when timely adjustments can be made. In formative assessment students could be involved in the assessment process. These formative assessment situations will also give students an opportunity to learn to critique the work of others. Some of the instructional strategies that will be used formatively include the following:

- criteria and goal setting: asking students to participate in establishing what should be included in criteria for success;
- self and peer assessment: With peer evaluation, students see each other as resources for understanding and checking for quality work against previously established criteria;
- student record keeping: helps students better understand their own learning as evidenced by their classroom work. This process of students keeping ongoing records of their work not only engages students, it also helps them, beyond a “grade,” to see where they started and the progress they are making toward the learning goal.

**Summative Assessments:** These assessments are a means of gauging student learning, at a particular point in time, relative to established marking criteria.

Summative assessments can occur during as well as at the end of each subject and concentrate on specific evidence of student work, examples as follows:

**Portfolio Assessment >** is used to assess a variety of projects that have been developed throughout the course.

**Practical Coursework >** allows the students to demonstrate their understanding and application of practical areas of study.

**Written Reports** > are required in some study areas, where a clear and structured brief is provided and the students are asked to submit work to be marked independently and anonymously by staff. **Formal Examinations** > are required in some study areas.

**Presentations** > are used in some subjects to allow the student to develop their professional communication and presentation skills.

**Student Projects** > are used when the student is required to submit work to be marked independently and anonymously.

## **COURSE SPECIFIC ADMISSION REQUIREMENTS**

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award. Admission requirements are listed below. Candidates must have a sufficient command of the English or the chosen language of the course to be able to meet the requirements of the programme in every respect.

When considering the suitability of an applicant for a place on the programme the Admissions team will usually take the following factors into account:

- the applicant's qualifications (High School Diploma or equivalent school certificate);
- the applicant's personal statement;
- a portfolio of work (if appropriate to the subject).

The Admissions Manager coordinates and supports the subject specific Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate). (Admission requirements are subject to change in order to comply with entry requirement regulations)

## **STUDENT SUPPORT STRATEGY**

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:

- Programme Leaders: the first point of call to acquaint students with regulations and issues arising on the programme;
- Student Support Officers for student referral where appropriate;
- programme and student handbooks;
- induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;
- student group representatives (student voice).

## **Student Support Officers**

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;
- time management;
- dealing with stress, or absences;
- getting the best from the course;
- understanding and applying school rules;
- future study options or other issues.

One-to-one appointments may be made by phone, through the school receptionists, or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.