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SHORT COURSES
FASHION DESIGN   Version 02

Brief descriptive summary

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.

1. Certification attained

Istituto Marangoni Certificate

Course information

2. Educational & Programme Aims

Educational Aims:

• to develop flexible approaches to programme delivery and student support, which reflect the needs and expectations of our learners;

• to provide a supportive and inclusive learning environment which will enable success for all learners;

• to develop the students' intellectual abilities, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;

• 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.

3. Course Learning Outcomes

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

• know how to implement drawing approaches in order to represent effectively a creative idea;

• demonstrate the ability to undertake primary and secondary research, in the development of design ideas;

• become familiar with the basic financial and commercial considerations of collection design;

• support creative ideas with appropriate technical information;

• create a contemporary collection referencing current trends and influences relevant to the target market.

4. Teaching/Learning and Assessment Strategy

Curriculum:

This short course provides an introduction to the fundamentals of fashion design, how to formulate ideas and translate them into a visual representation. Participants will be introduced to key notions in the fashion design process, to basic drawing and illustration techniques, and the study of trends. The course also explores the role of the fashion designer with participants working on creative research for an individual design collection via a vocational learning approach.

Week 1

The start of the course introduces fashion drawing and design techniques followed by an analysis of the founding principles of developing a fashion collection including: silhouette, colour charts, fabrics and accessories, right through to the design and creation of outfits. Participants are then introduced to the silhouette, colour palettes, the appropriate use of fabrics, and the principle financial considerations of designing for fashion.

Week 2

Starting from creative research to foster personal inspiration, participants are guided to develop basic silhouettes and coordinate outfits with fabric and colour selection. The focus on trend research looks into its origins together with market relevance, and a brief analysis on how trends influence a contemporary collection.

Week 3

Based on inspiration linked to a selected theme, participants put together a basic fashion design collection supported by appropriate technical information, including colour charts, inspirational materials or mood board. Participants put into practice the acquired knowledge from the previous weeks and prepare a presentation of their work as a basic collection portfolio, to receive a final holistic critique.

Assessment:
Formative Assessments:
This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.
Summative Assessments:
These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:
Portfolio Assessment is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.
Practical and class-based projects allow students to apply their theoretical understanding of a specific subject area.
Written Reports are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing.
Presentations are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

5. Course structure

Subjects and Seminars
Collection Design
Fashion Drawing
Digital Design
Technical Drawing
Seminar: Trends
Seminar: Fabrics and Materials
Seminar: Fashion Panorama
Seminar: Semiology
Seminar: Fashion Marketing and Communication
Final Project Delivery

6. Personal Development Planning

PDP/Individual Development Tutorial
The Director of Education and the Academic Service support the personal development of students. One-to-one appointments may be made by phone, through the receptionists or by email. Students can expect to be seen almost immediately to discuss any issues they may have.

7. Tutor Responsibilities
The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the school.
The Tutors' responsibilities include:
1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting students;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Student Support Officer to ensure appropriate study support is available to students;
5. recommendation of the appropriate level of resource required for the short course;
6. maintaining the quality of educational standards.

8. Student Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience, in a pedagogic, practical and pastoral way:

a. programme handbooks provide relevant information to students;
b. the use of the Library, online resources (where available), and the centre facilities help students to reach the skills and knowledge expected on the course;
c. Tutors and the Director of Education guide students to the most appropriate help.

Student Support Officers

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for students for pedagogical counselling.

For matters of pastoral care the Student Support Officers help in:
- finding their way around;
- managing their time;
- dealing with stress;
- exam tips;
- 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, through the receptionists or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

9. Student Feedback

Student feedback is essential to 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 the 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;
• 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.