istitutomarangoni

SHORT COURSE
FASHION DESIGN: YOUR FIRST
T-SHIRT COLLECTION Version 02

Brief Overview
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.

General Information

1. Certification Attained
Istituto Marangoni Certificate of Attendance

2. Course Learning Outcomes
On successful completion of the 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.

3. Course Description
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.

4. 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.

5. Course structure / Main subjects

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

Week Description

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.

6. 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, for example:
a. Programme / course handbooks or course presentations to provide relevant information to students;
b. The use of the Library, online resources (where available), and the centre facilities to enhance the student experience and learning environment.

Student Support

Istituto Marangoni provides Student Service Officers who act as the first point of contact for pedagogical counselling, and pastoral care, assisting students on issues including, for example;

- 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.

7. 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.