



istitutomarangoni



**STC COURSE
IN CONTEMPORARY FASHION PORTFOLIO**

Shanghai

Version 01

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 courses prepare trainees in subjects such as Fashion Design, Accessories Design, Fashion Styling, Luxury Brand Management and Promotion, Fashion Business and Communication, Buying and Merchandising.

GENERAL INFORMATION**1. Certification attained**

Istituto Marangoni Certificate

COURSE INFORMATION**2. Educational & Programme Aims****Education Aims:**

The educational aims are:

- to develop flexible approaches to programme delivery and trainee 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 encourage the development of trainees' 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, reflective practice and engagement with fashion and design industry and the professions;
- to engage in practice lead learning that enables theory to be tested and transformed into subjectively useful tools.

Programme Aims:

The students will learn useful creative techniques, implement those in projects and finally compile their work into a professional portfolio that meets the standards of some of the best international schools including Istituto Marangoni. The course delivers theory, practical workshops for adaptation, and the completion of 2 creative projects. Portfolio work and projects are supported by tutors during individual tutorials.

3. Course Learning Outcomes

On successful completion of this unit students will be able to:

- LO1. An ability to conduct visual research and respond to it in an original manner.
- LO2. Technical awareness to support the development of design ideas.
- LO3. An ability to experiment and to develop proposals for visual communication.
- LO4. An awareness of cultural landscape and an ability to respond to it through visual media.
- LO5. An ability to present one's creative work in coherent and engaging manner.

4. Teaching/Learning and Assessment Strategy**Curriculum:****Teaching method**

The portfolio intensive course is taught by senior education leaders, senior lecturers, and teachers. Main elements of theory and technical skills are delivered in talks and lessons, led by senior lecturers who break down specialised knowledge. Classes are run in groups which help the students to learn from the teacher and from each other in a dynamic and diverse setting. A junior teacher follows the students throughout the course and helps them through the projects in individual tutorials. This enables the students to develop their unique style, to reinforce and implement new skills and to critically evaluate their own work.

Students will be required to present

An original fashion portfolio that includes 2 unique projects. Portfolio should be presented as a printout book and digitally. Exam submission will be supported by a workbook that evidences the research and development processes and be handed over during an oral presentation.

Portfolio standard presentation book (A3 landscape and bound):

1. Name of the designer and course + date
2. Collection manifesto 50 words
3. Mood board for the collection + name of the collection
4. A summary of the most important elements in the research >2p
5. Design development pages 1p for each look / total >6p
 - inspiration,
 - developments, experiments & sketches,
 - final designs in full colour,
 - fabric swatches and colour options (Colour names, fabric names)
 - Trimmings & fastenings
 - Textile specifications (prints, embellishments, manipulations)
6. Line-up (Catwalk Row) with 6 fully coloured looks and fabrics
7. Trimmings page (all fastenings, hardware, and threads)
8. Textiles page (same size physical swatches of all materials attached with double tape)
9. Print page (1:1 swatch / print layout on full-width textile / artwork colour options / mood board)
10. Colour chart page (Mood board, colour picker, colour names, examples of textiles)
11. Bulky textiles or trimmings should be presented in a clearly labelled archive box.

Portfolio

Course exam will be based on the successful submission and an oral presentation of a 2-project portfolio. The portfolio summary should be presented in keynote format during final exam. All work must be supported by evidence in the form of sketch book, research book, half toiles, and potential full garments. Both projects should include all the BA portfolio standard elements 1-10 (order of elements is flexible and should follow individual style).

Marking of the portfolio follows the standard Istituto Marangoni marking matrix.

5. Course structures**Project 1 - Fashion design 10W**

The fashion project includes several technical and creative methods that support the development of original fashion ideas. Elements and techniques will be used in a creative project, which will in turn become part of the final portfolio.

Brief: Design a 6-look collection based on a story of your choosing. You can do menswear, womenswear or both and you consider how all the elements come together.

Subject block breakdown – Fashion Design

1. Research – systematic gathering of primary and secondary inspiration material
2. Transformation of research – a springboard to design, connect inspiration to fashion.
3. Experimentation – 3D mannequin work, collage, deconstruction
4. Textile knowledge – Introduction to fashion textiles, textile manipulations & print
5. Sketching – Expressing fashion design ideas in sketching
6. Illustration – Fashion illustration, fundamental textile rendering.

Project 2 – Creative Direction & Fashion Styling 4W

The Creative Direction & Fashion Styling introduces further research methods and helps the students to get a different angle on fashion presentation. They will get an insight into the working methods of a stylist, going through most vital steps of preparing for a photo shoot. There is an opportunity to have one of the design project outfits produced, and to use that for the photo shoot. It is optional to use vintage or other designers work if preferred.

Brief: Create a unique editorial style photo shoot. Consider the selection of clothing and accessories, the casting, beauty styling, shooting location, props, and lighting. Research the style of photography you are looking to achieve and how to direct the model in his or her pose.

Project – Portfolio 4W

The portfolio part of the course provides not only valuable skills for a professional presentation, but also introduces fundamentals in graphic design and layout. Students will work with both analogue and digital tools and produce a printed and digital portfolio.