istitutomarangoni

SHORT COURSES
FASHION DESIGN   Online Option

General Introduction
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.

General Information

1. Certification Attained
Istituto Marangoni Certificate

Course Information

2. Short Course: Level / Category
• Undergraduate level course
• Online Option (4 weeks online)

3. Short Course Description
This short online course provides an introduction to the fundamentals of fashion design and the fascinating world of the designer working online using digital drawing and illustration techniques.
Participants are shown how to formulate convincing and creative ideas, and translate them into an effective visual representation. During the 4 weeks they are introduced to key concepts in the fashion design process, from basic drawing and digital illustration techniques, to the study of trends, fabrics and materials, and new developments and expectations in fashion such as sustainability. At the end of the course participants will be able to put together their own basic fashion design collection developed entirely in a digital format, and provide supporting materials that demonstrate their creativity and design inspiration. All concepts and supporting materials will also be illustrated and presented digitally throughout the course.

Course Duration
4 weeks online | 30 lessons

Key Topics
• Garment design
• Trends and markets
• Fabrics and materials
• Individual style creation
• Contemporary style

Seminars
• Trends and Forecasting
• The Fashion Panorama
• Made in Italy
• Sustainable Fashion
• Bloggers and Influencers
• Fabrics and Materials
• Product Design Analysis
• Fashion Marketing and Communication
• Fashion Semiology

Week by Week Description

Week 1 - Photoshop tools, Digital Drawing, Trends & Forecasting, Fashion Panorama, Bloggers and Influencers
Beginning with digital drawing lessons (Adobe Photoshop*), participants are immediately introduced to some of the main processes necessary in putting together a successful fashion collection, including for example: silhouette and shape, color charts, fabrics and materials, and appropriate financial and commercial considerations.
A focus on current trends and market developments, and an overview on bloggers and influencers will further assist in understanding the fashion industry today, and provide additional creative stimulus in the design of basic outfits.
*This software will be used throughout the course and for the development of a basic final collection

Week 2 - Trends & forecasting, Sustainable Fashion, Research techniques, Creative research, Mood Boards and Inspiration
During the second week online participants are encouraged to develop primary and secondary research and will have the chance to develop basic silhouettes and coordinate outfits drawing on personal inspiration.
They will continue to work more in-depth on the main processes in collection design, such as on shape, color palettes, and fabrics and materials, as well as taking a look at trends in sustainable fashion; its origins and analysis, and where appropriate, consider these issues in their own creative design ideas.

Week 3 - Fabrics and Materials, Colors palette, Prints, Collection Coordination, Product Design Analysis, Fashion Marketing and Communication, External Visit
During the third week participants will be shown a basic digital application of fabrics and materials, together with the development of prints, and how to coordinate outfits using digital tools.
An overview of fashion marketing and communication illustrates the importance of business on style, while a focus on market values demonstrates their fundamental role in making creative choices, as well their influence on a contemporary collection.

Week 4 - Fashion Semiology, The Personal Collection, Final Illustrations, Final Presentation of the Personal Project
During the last week of the online course participants will be able to finalise their own basic digital fashion design collection and presentation based on inspiration linked to a selected theme.
They will present their collection to tutors online, supported by appropriate creative and basic technical materials, and will receive constructive feedback for a final assessment on the activities undertaken, and their individual progress, over the course of the 4 weeks.

Subjects
Trends & Forecasting
Fashion Marketing
Fabrics & Materials
Digital Design
Fashion Collection

4. Learning Activities
Online Short Courses are taught via:
• Online Lessons
• Online Seminars
• Online Practical Exercises
• Online Workshops

5. Outcomes
Upon completion of this short course, participants will be equipped with the knowledge and skills to produce a:

Basic individual Fashion Collection, comprising;
• 5 outfits (digital designs)
• Moodboard
• Digital colour, fabrics, trimmings charts
• Basic Technical drawings
• Information on target market and consumer

6. Course Materials
• Personal Laptop
• Adobe Creative Suite (temporary license provided by the School)

7. Student Support Strategy
Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience:
a. The use of online resources (where available) to reach the skills and knowledge expected on the course;
b. Tutors guide students during their studies.

Student & Academic Services
Istituto Marangoni provides Student & Academic Services, who act as the first point of contact for students.
The Student Support Officers help students in:
- managing their time;
- getting the best from their course;
- understanding and applying the School's rules for online programmes;
- anything else the officers can advise on.

8. Student Feedback
Student feedback is essential for future course development and improvement.
Student comments are used to evaluate and enhance both the successful management of their study experience, and course contents.
Upon completion of the short course Istituto Marangoni collects feedback through an online questionnaire where students will be invited to reflect on their overall experience at the School.