



istitutomarangoni



SHORT COURSES
DIGITAL ART & FASHION

Online Option

General Introduction

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design scenario. Through an exciting curriculum aimed to develop practical, creative, business and management skills which are subject specific, and relevant to the international fashion, design or art industries, 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 Management and Art Curation.

1. Certification Attained

Istituto Marangoni Certificate

Course Information

2. General info:

- Duration: 6 Weeks (3 days per week)
- Total Hours: 45
- Course Delivery mode: full online
- Lesson Duration: 2h30

3. Short Course Description

Brief description paragraph:

This innovative short course explores the exciting world of digital art by the specific angle of its dialogue with the Fashion world. Digital artists play more and more often a fundamental role in the creation of intriguing and successful communication, but also promotional campaigns for fashion and luxury brands. Participants are introduced to the project methodology, by understanding and analyzing all the main steps in the concept's development. They also investigate essential photographic, video and graphic techniques combined with drawing and 3D design. Throughout the course participants learn the basic functions of the Adobe Creative Suite CC software covering practical lessons on image editing techniques, theoretical photography, audiovisual languages and sound design. Seminars with professionals representing the digital art and fashion industries further enhance the participants' learning experience and assist them in focusing on the main concepts of visual communication in the fashion and luxury worlds

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.

Course Learning Outcomes

Upon completion of this short course, you will be equipped with the knowledge and skills to:

LO1. Create an individual body of work applying appropriate methodology to an artistic project.

LO2. Explore CAD software to express visual ideas through graphic design tools.

LO3. Understand the main principle of 3D manipulation and its creative potential.

LO4. Understand how to compose a professional portfolio identifying personal aesthetic and directional currency for the art and fashion market

4. Course Structure

Week by Week Description

Week 1

The concept: participants are introduced to the project methodology. They understand how an idea arises and how from the intuition they can develop a concept supported by creative research.

Week 2

Photography: participants encounter still images through the investigation of two mediums such as drawing and photography. Photography is the main core of the second week and participant experience how to work with storytelling.

Week 3

Postproduction and editing: working with photography and digital tool implies a familiarity with the basic functions of Adobe Creative Suite CC software. In the third week participants test the main tools of this suite.

Week 4

Moving images and sound: participants investigate the potential of mixing different mediums to generate unexpected and original results.

Week 5

3D Design and Animation: digital art offers the chance to create virtual spaces and exciting experience. Investigating this area offer participants a new horizon to move in.

Week 6

Creating a portfolio: the last step of this short course is the creation of a final portfolio that gather together all the projects realized by participants during the previous weeks as a unique corpus of brilliant outcomes.

Subjects

Project Methodology

Photography

Digital Application for Visual Art

Sound Design

3D Design

Seminars (if relevant or available for the specific course)

- Art & Fashion Factors
- Photography between art and fashion
- 3D Art today: its application from gaming to fashion
- AI Sound: Artificial intelligence in sound development

5. Learning Activities

Short Courses are taught via:

- Online Frontal lessons
- Online Workshops / Seminars (where relevant to specific course)

6. Course materials

Students will be required to have with them:

- Personal Pc/Laptop/Tablet to attend online classes
- 1 personal mouse with 3 buttons and central wheel (better with USB cable)
- 1 hard drive for storage (even USB Drive min. 32Gb)

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:

- manage their time;
- get the best from their course;
- understand and applying the School's rules for online lessons;
- 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.