



istitutomarangoni



**SHORT COURSES
DIGITAL ENVIRONMENT
FOR SOCIAL MEDIA**

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:**

The digital approach embraces today the new vision of interior spaces, designed according to the background needed in aspects such as social media events.

Participants acquire the technical skills necessary to define virtual scenarios with a strong stylistic and aesthetic component, aimed at creating digital environments for video conferences and social content; they will also be supported by professionals in studying compositions for interior spaces in which they analyse atmospheres consistent with the assigned concept, and design virtual products, through the use of targeted software. The course includes a practical experience to experiment and capture the potential of technology to virtually express new architectural formats, to transcend the limits of real space and create scenarios and digital products, aimed at contextualizing interiors in response to the social media market.

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. Use the digital software to represent interior scenario;
- LO2. Apply the project design methodology;
- LO3. Interpret the virtual scenario in interior spaces;
- LO4. Create and modelling product and object with specific software.

4. Course Structure

Week by Week Description

Week 1

Introduction to the Digital Interior Scenario

Introduction to the new interior scenarios, aimed at a virtual future that requires a digital approach to the creation of spaces for Social Media. The course will investigate the aspects that determine the drastic change in the panorama of interior, and which are the innovative solutions that a professional designer has to use. The space identity will be explored through different types of projects. The experience is guided through the analysis of the elements that characterize a residential interior and the search for the aesthetic and contemporary codes aimed to answer the brief of the introduced project.

Week 2

Application of Design methodology

The project method plans the interpretation of the assigned theme and its translation into an imaginary scenario, complete of the elements that characterize its space: architectural structure, selection of surfaces, colours and decorative elements that will define the soul of the total living. The use of software is essential in the digital approach to recreate interior scenarios able to go beyond conventional planning. The focus of the week will be software learning, to provide the technical skills necessary to deliver the project proposals.

Week 3

Further Progression in Digital Interior Style Composition

As part of the residential project, the digital composition restores the perception of the proposed interior and, through the selection of lighting effect, the participants are able to recreate the right atmosphere needed for the requested virtual scenario. Public spaces, which have different characteristics related to spatiality and aesthetic contents, functions and contextual effect, are analysed within the panorama of the digital transformation, along with a dedicated new project where they'll face new subjects: exhibiting spaces, theatrical and museum staging, urban settings.

Week 4

Progression to new Space Typology

The analysis of different scenarios in public spaces is interpreted and translated with creative suggestions and solutions needed to complete the second project. The scenic impact will be created while following the standards and the needs in staging a real space, but it will be virtually represented through complex lighting aspects. Lessons will also focus on the use of software with gradual progression and guidance towards interior representation, where the digital creation will be key for planning future events.

Week 5

Introduction to Digital Objects

Defined spaces call for the selection and proposal of furniture design, coherent with the interior style, that the participants will present at the end of their composition and in connection with the aesthetic and functional approach of the final image. The Design culture reinvents itself in this new virtual image of interior. Objects once bound to industrial production are now examined in a design process which is digital-technological and immediate. In this phase of the course, specific software for the creation of products, that will be employed in the developed projects, is introduced.

Week 6

Projects finalization and preparation to the final presentation

During the last week, the objective is the finalization of the two digital projects developed during the course, to create digital environments for video conferences and social content. The participants will coordinate all aspects previously worked on, presenting the style and identity of the interior and acquiring critical and technical ability to prepare a storytelling for each different creative proposal. Preparing for the final presentation will respond to the request for different visions coherent with the demands of the current market.

Subjects

Digital Composition

Drawing Technology

Interior Virtual Design

Trend analysis

Materials and Colours

Seminars (if relevant or available for the specific course)

- Virtual Interior Designer Influencer
- Social Media Influencer

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

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.