



**istitutomarangoni**



**SHORT COURSES  
FASHION DESIGN**

Online Option

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## 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 (3 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 course 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.

## Key Topics

- Garment design
- Trends and markets
- Fabrics and materials
- Individual style creation
- Contemporary style

### **Week by Week Description**

#### **Week 1**

The start of the course introduces fashion drawing and design techniques followed by an analysis of the founding principles of developing a fashion collection including: silhouette, colour charts, fabrics and accessories, right through to the design and creation of outfits. Participants are then introduced to the silhouette, colour palettes, the appropriate use of fabrics, and the principle financial considerations of designing for fashion.

#### **Week 2**

Starting from creative research to foster personal inspiration, participants are guided to develop basic silhouettes and coordinate outfits with fabric and colour selection. The focus on trend research looks into its origins together with market relevance, and a brief analysis on how trends influence a contemporary collection.

#### **Week 3**

Based on inspiration linked to a selected theme, participants put together a basic fashion design collection supported by appropriate technical information, including colour charts, inspirational materials or mood board. Participants put into practice the acquired knowledge from the previous weeks and prepare a presentation of their work as a basic collection portfolio, to receive a final holistic critique.

#### **Course Themes**

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

#### **4. Learning Activities**

Online Short Courses are taught via:

- Online Seminars
- Online lessons

#### **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, trimming charts;
- Basic technical drawings;
- Information on target market and consumer.

#### **6. Course Materials**

- Personal Laptop
- Adobe Creative Suite (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.