



istitutomarangoni



**MADE IN ITALY:
A UNIQUE EXPERIENCE
IN FASHION, ART & DESIGN**

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 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.

1. Certification Attained

Istituto Marangoni Certificate

Course information**2. Educational & Programme Aims****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.

3. Course Learning Outcomes

On successful completion of the The Made In Italy Mix Of Fashion Art & Design short course, students will be able to:

- Define and undertake an independent research project that incorporates the artistic perception of a fashion product;
- Analyse information to recognise Italian style;
- Identify a collection with the correct connection between design functionality and aesthetics for a specific market segment;
- Understand the craftsmanship and attention to detail that is typical of 'Made in Italy';
- Demonstrate awareness of the fashion industry and understand the work of professionals past and present.

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

This 2-week course allows participants to explore the Made in Italy trademark by visiting 2 key cities for Italian fashion and art: Milan and Florence. The expression 'Italian Style' has always been synonymous with quality and beauty all over the world.

Through a series of lectures and workshops offering a broad overview of the Fashion System, participants will be able to appreciate the refined materials, the scrupulous attention to detail, the typical work of artisans combined with technological innovation, finesse and good taste.

Of particular importance is the opportunity to visit fairs and exhibitions focusing on art and on new artistic influences in all its forms, in order to better understand how these are closely related to, and an important part of, the world of fashion.

Week 1

The first week of the course takes place in Milan, the capital of Italian fashion.

An investigation of the Italian Fashion System will provide an insight into the professionalism involved in the industry, the production chain, the wealth of companies supplying materials, and will allow the participants to appreciate Italian fashion in all its creative and technical aspects. Visits to fabric showrooms and important manufacturing and production companies are also scheduled during the week. A fundamental part of the course focuses on analysing the style of some of the most iconic fashion designers who currently represent Italian style in the world.

Week 2

The second week of the course takes place in Florence, the capital of Italian art and culture. Surrounded by artistic masterpieces and contemporary fashion participants have the opportunity to further examine additional aspects of style and inspiration that are fundamental for the creation of a fashion collection.

The combination of art and fashion is in fact very present in the fashion system and represents an important characteristic of Italian style. Visits to museums and exhibitions are included in order to enrich participant's appreciation of culture, and increase awareness of aesthetics and the philosophy of beauty.

Assessment**Formative Assessments:**

This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments:

These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:

Portfolio Assessment > is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

Practical and class-based projects > allow students to apply their theoretical understanding of a specific subject area.

Written Reports > are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing.

Presentations > are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

5. Course structure**Subjects**

The Italian Fashion Style

Italian Fashion System

Fashion and Art

Fashion Promotion

Visual Merchandising

The Fashion Trends

The Italian Art & Design

The Accessories Today

6. Personal Development Planning**PDP/Individual Development Tutorial**

The Director of Education and the Academic Service support the personal development of students. One-to-one appointments may be made by phone, through the receptionists or by email. Students can expect to be seen almost immediately to discuss any issues they may have.

7. Tutor Responsibilities

The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the school.

The Tutors' responsibilities include:

1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting students;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Student Support Officer to ensure appropriate study support is available to students;
5. recommendation of the appropriate level of resource required for the short course;
6. maintaining the quality of educational standards.

8. Student Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience, in a pedagogic, practical and pastoral way:

- a. programme handbooks provide relevant information to students;
- b. the use of the Library, online resources (where available), and the centre facilities help students to reach the skills and knowledge expected on the course;
- c. Tutors and the Director of Education guide students to the most appropriate help.

Student Support Officers

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for students for pedagogical counselling.

For matters of pastoral care the Student Support Officers help in:

- finding their way around;
- managing their time;
- dealing with stress;
- exam tips;
- getting the best from their course;
- understanding and applying the School's rules;
- anything else the officers can advise on.

One-to-one appointments may be made by phone, through the receptionists or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

9. Student Feedback

Student feedback is essential to programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies.

Istituto Marangoni gathers student opinion in a variety of ways, which may include the the following:

- Informal contact with the Tutor, through appointments with academic staff;
- Issues will be taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report;
- Formal Student Representation;
- Final Questionnaire (at the end of a study cycle);
- NPS (Net Promoter Score) Questionnaire (at the end of each academic year).

It would be desirable that students provide details of their identity when giving constructive feedback on the course and teaching methods. There might be occasions when that is not appropriate and Istituto Marangoni recognises such exceptions. In these instances, the programme teams and central support services will ensure that anonymity and confidentiality are respected.