istitutomarangoni

SHORT COURSES
MY HAUTE COUTURE SKETCHBOOK

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
This short course introduces the methodologies of Haute Couture, luxury Ready-to-Wear, and contemporary fashion visual expression through Fashion Sketches and Illustration technics discovering the bases of Fashion Illustration. Participants become familiar with the key notions of Fashion Drawing, rendering technics, visual presentation and layout. They explore the different structures of luxury in Fashion, and their communication through Fashion Illustration, in order to learn how to express personal ideas for a chosen target.

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, participants will be equipped with the knowledge and skills to:
• Interpret the history and developments of luxury fashion in the context of visual expression;
• Demonstrate an initial competence in the use of fashion drawing and illustration technics;
• Convey the ability to express personal ideas through the production of targeted illustrations;
• Compose a coherently personal and highly creative sketchbook while applying personal aesthetic in the presentations of visual work.

4. Course Structure
Week by Week description

Week 1
In the first week students explore the different aspects and structure of luxury fashion, their history and codes, and the visual language they use to communicate. They approach the bases of fashion drawing and illustration, and identify their ideal target, to develop their personal visual language.

Week 2
In the second week students develop their skills in illustrating and explore their personal aesthetic, by researching the iconic and contemporary fashion.

Week 3
During this week, students organize their work by exploring the storytelling of different layouts, including in the research supports, colours, finishings, etc. They define a final proposal for the creation of their own sketchbook.

Week 4
At this stage of the course, students further develop their ability to communicate visual concepts by drawing them in a coherent order, respecting the proposal they presented the previous week.

Week 5
During this week, participants, organizing their research and personal production of illustrations, proceed with the creation of their sketchbook, fine-tuning their communication for the luxury fashion level.

Week 6
The last week is focused on finally communicating and presenting their ideas through a personal sketchbook. Participants consider the purpose of the sketchbook, like further studies or job interviews, for a presentation coherent with their aims/expectations.

Subjects
Research and Editing
Fashion Drawing
Rendering technics
Sketchbook layout

Seminars (if relevant or available for the specific course)
• History of Haute Couture
• Fashion visual Communication
• Fashion Panorama
• Fashion Semiology

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
• Basic drawing material

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.