



**istitutomarangoni**



**FASHION AND CREATIVE  
SURFACE DESIGN**

**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 courses prepare trainees in subjects such as Fashion Design, Luxury Brand Management, Marketing and Promotion, Fashion Business and Communication, Buying and Merchandising.

**General Information****1. Certification attained**

Istituto Marangoni Certificate

**Course Information****2. Educational & Programme Aims****Education Aims:****The educational aims are:**

- to develop flexible approaches to programme delivery and trainee 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 encourage the development of intellectual ability, 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, reflective practice and engagement within the fashion, design and creative industries.

**Programme Aims:**

- encourage students to develop advanced knowledge and a breadth of skills in womenswear, surface design and embroidery;
- promote original creativity and autonomy within the student work when responding to the changing needs of the fashion industry;
- equip students to deal with existing and emerging technologies in today's international fashion industry;
- to form a creative designer with an innovative research and design practice focused on exploring modern and traditional craftsmanship techniques;
- encourage students to have in-depth understanding of specialist creative identity development and fashion design practices globally;
- encourage students to become independent life-long learners, with a high degree of self-confidence who can progress to a high level of specialism within a company or when self-employed.

**3. Course Learning Outcomes**

On successful completion of the course, trainees will be able to:

- Developing an individual fashion, surface and embroidery design identity and philosophy
- Creating a technical practice in embroidery and other local craftsmanship techniques
- Completing collections of innovative samples, prototypes that evidence creative textile and production skills
- Creating a professional portfolio that effectively communicates project brief outcomes in relation to specific market sectors
- Working with an allocated supervisor on individual and industry projects
- Evidencing design responsibility through demonstrating social and ethical awareness

#### 4. Teaching/Learning and Assessment Strategy

##### Curriculum:

The postgraduate programme Fashion and Creative Surface Design will equip participants with the creative skills and professionalism demanded by the global fashion system, with outstanding links to industry. This dynamic 9 months course cultivates the design creativity, individual style and personal vision of participants while they respond to the rapidly evolving landscape of fashion through a series of project-based activities that reflect different aspects of industry reality with focus on surface design. Students will gain access to design and making methodologies of traditional and digital textile design. Embedded in the course is a consistent practice with live studio and workshop experience with the professional expertise of the academic staff, researchers and visiting designers of local and international craftsmanship excellence.

##### 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 trainees 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 trainees to reflect real industry requirements and to present work to industry standards through report writing.

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

#### 5. Course structures

All postgraduate courses are held during weekdays.

Block 1 Duration: 150 hours

Core Units		
Code	Status	Unit Title
FDI	Core	Fashion Design Intentions
FSE	Core	Fashion and Surface Exploration

Block 2 Duration: 150 hours

Core Units		
Code	Status	Unit Title
IDDP	Core	Innovative Design Development
NFI	Core	New Fashion Identities

## 6. Personal Development Planning

PDP/Individual Development Tutorial.

The Director of Education and the Academic Service support the personal development of trainees. One-to-one appointments may be made by phone, through the receptionists or by email. Trainees 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 training centre.

The Tutors' responsibilities include:

1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting trainees;
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 trainees;
5. recommendation of the appropriate level of resource required for the Unit;
6. maintaining the quality of educational standards.

## 8. Trainee Support Strategy

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

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

Student Support Officers

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for trainees 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 Training centre'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 trainees can expect to be seen almost immediately, or contacted to arrange a suitable time.

## 9. Trainee Feedback

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

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

- informal contact with the Tutor, and through appointments with academic staff;
- end of course online questionnaires where trainees will be invited to reflect on their overall experience at the Training centre.

Istituto Marangoni would prefer that on most occasions trainees be identified when giving constructive feedback on the course and teaching methods. There might be occasions when it is not appropriate and Istituto Marangoni recognises this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected.