

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

**SUMMER
COURSES**

**Accessories
Design**

2nd SESSION:
July 13th – July 23rd 2021

ACCESSORIES DESIGN

School: NABA, Nuova Accademia di Belle Arti

Address: Via Darwin 20, 20143 Milan, Italy

E-mail: summer@naba.it

Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

TITLE – AREA

Accessories Design (Intermediate course)

COURSE TEACHERS

Antonio Neroni

COURSE DESCRIPTION

This course is focused on the discovery of the fundamentals of luxury accessories brand collections, specifically of Made-in-Italy shoes and bags. Students will acquire the basic skills needed to coordinate and to develop a new luxury accessories brand, and they will get acquainted with the technical methodology to make shoes (and bags).

COURSE OBJECTIVES

- Plan a new Luxury Accessory brand made in Italy
- Recognize Contemporary Luxury Accessories brands in Italy.
- Classify fundamental fashion accessory skills.
- Evaluate knowledge on Made in Italy accessory design acquired along the course
- Develop a new conscience about the Luxury Accessory field

ADMISSION REQUIREMENTS

This course is suitable for students with some background in fashion design, and for students who have completed one or two years of university studies in art and design Creative vision

- Curiosity and positive attitude to sociological investigation
- Natural bent to communicate a concept through sketches, color matches, material combinations and, illustrations.
- Handicraft ability
- Computer graphic techniques

OUTPUT

Presentation of a New concept for a Luxury Accessory Brand – bags, shoes or both will be considered.

LIST OF MATERIALS AND TOOLS to be brought by students

- Sketchbook
- Digital camera or smartphone
- Laptop
- USB Key

ATTENDANCE POLICY

Attendance is mandatory. Students must show dedicated involvement to work hard on the project. Positive behavior towards group work and new ideas applied in different methods is also required.

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a **Certificate of successful attendance only to all students who completed at least 80% of the course.**

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism will not be tolerated.

Mobile phones must be kept switched off all the time during class.

Use of laptop for personal purposes during classes is strictly forbidden.

TEACHING METHODS

The course will be divided in two parts.

The first one will be theoretical, and will include:

- analysis of the luxury accessory world (shoes and bags)
- how to create a fashion accessory portfolio (moodboard - collection board - merchandise mix - product chart - etc etc).

During the second part the student will have to develop a personal collection proposal for a Luxury accessory brand.

TEACHER'S SHORT BIO

Antonio Neroni: Antonio Neroni was born in Latina in 1985.

After graduating at Istituto Marangoni, he immediately started a career within the fashion field as Alessandro De Benedetti's assistant.

He then worked for Carlo Pignatelli, Tru Trussardi and Marni.

After developing enough experience, in 2015 he decided to found his own brand ORTYS.

He is now consultant for several brands and teacher in NABA.

Grading

Total number of ECTS assigned for the successful completion of the course: **3 ECTS**

Grading Weights		Grading Scale
1. Attendance	30 %	Excellent = 90-100
2. Participation and Creative Process	40 %	Good = 80-89
3. Final work / Final presentation	30 %	Average = 70-79
		Below Average = 60-69
TOTAL	100 %	Poor = 59 or below

	Excellent 90 -100%	Good 80 – 89%	Average 70 – 79%	Below Average 60 – 69%	Poor Below 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

Course Schedule*

1ST WEEK

Day	Time	Professor	h	Lesson-subject
Day 1 Tuesday		NABA Staff		Welcome and Registration
				Introduction to the course Acquaintance with the students
Day 2 Wednesday				Bags world presentation Research of bag shapes
Day 3 Thursday				Shoes world presentation Research of shoes shapes
Day 4 Friday				Brand Analysis Finding competitors and starting to work at the project: moodboard - merchandise mix - shape and volumes design etc

2ND WEEK

Day	Time	Professor	h	Lesson-subject
Day 5 Monday				How to create a fashion portfolio Inspiration image research
Day 6 Tuesday				Sketching and design
Day 7 Wednesday				Sketching and design Illustration proposal
Day 8 Thursday				Sketching and design Collection line up
Day 9 Friday				Collection wrap up Final presentation

*The school reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location.
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.