

NABA

**NUOVA ACCADEMIA
DI BELLE ARTI**

**SUMMER
COURSES**

Fashion Design II

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

FASHION DESIGN II

School: Nuova Accademia di Belle Arti Milano (NABA)

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

Fashion Design II (Intermediate Level)

COURSE TEACHERS

Liuba Popova, Silvio Betterelli

COURSE DESCRIPTION

In this course students will create a small coordinated collection.

Concepts, moods and themes will be conceived and developed to provide inspiration for clothing, color and shape. Students will experiment studio and workshop practice and work on the realization of a prototype with handcraft tailoring methods.

Milan as a capital of pret-à-porter offers the students the opportunity to understand the peculiar character of the Italian fashion system and the reasons of the success of the big Italian brands, through the lessons at school and field trips to the most important fashion locations in Milan.

This course involves the creation of a small collection and of a prototype using different tailoring techniques, such as moulage. Students will be followed up by the teachers throughout the entire path and those who are less confident with sewing and drawing will be supported throughout the development of the project to improve their skills. This will allow the whole group to complete the workshop in the best possible way. The course will end with a final presentation of all the performed works.

COURSE OBJECTIVES

The course aims at providing students with all the necessary skills to achieve the required flexibility to design a collection and produce a prototype.

ADMISSION REQUIREMENTS

Understanding of English

Sense of aestheticism

Motivation

You should be creative, enjoy working on self-directed project and be keen to be immerse in the design atmosphere.

This course is suitable for students with some background in fashion design and for students who have completed one or two years of their universities studies in art and design.

OUTPUT

At the end of the course students will have improved and enriched their technical and design skills and will be able to fully carry on a research activity with the aim of designing a collection.

During the presentation students will show their work that shall include: mood board, sketchbook, portfolio of finished and working (flat) drawings, prototype made by draping technique and photo shooting.

LIST OF MATERIALS AND TOOLS to be brought by students

- Digital camera
- Laptop
- Sketchbook
- Tailor's shears
- Pencils, eraser, pencil sharpener; Colored pencils; Speed squares and ruler

Note: materials to be used for finished works will be agreed with teachers during the collection development phases.

ATTENDANCE POLICY

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 shall not be tolerated.

Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

Lectures on Italian fashion system and the best Italian fashion brands stories and philosophies of style, with projection of images from fashion magazines and videos of fashion shows. Comments and discussions with students. Personal students' research, external visits. Exercises in moulage haute couture technique.

TEACHER'S SHORT BIO

Liuba Popova is a costume and theatre designer, fashion journalist and professor of History of Fashion and Theatrical Costume Design, born in Moscow, living in Milan. She graduated in Fashion and Textile Design from Moscow University of Technology and Design and in Theatre Design at the Academy of Fine Arts Brera in Milan, she took a Master course in Scenography and Costume Design at Teatro Alla Scala in Milan. Costume designer and scenographer at RAI – Italian National Broadcasting Corporation from 1978 till 1987. From 1980 till now: professor of History of Fashion and Theatrical Costume Design at NABA in Milan. Head of School of Fashion and Textiles of NABA from 1993 till 2002. Fashion journalist, collaborates with various fashion magazines, such as "Fashion Theory". Author and coordinator of various international projects and conferences. Jury member of a number of international fashion design competitions. Lecturer on Economic Forum in San Petersburg.

Publications: "Narcissism in Oscar Wilde and in the Present-day Fashion" (Milan 2000), "Maschile, femminile e altro – Le mutazioni dell'identità nella moda dal 1900 ad oggi" (Milan 2005), "La moda e la cultura del buon vivere" (Cosenza 2011).

Silvio Betterelli, 40 years old, Sardinian, he lives in Milan where he founded his studio/atelier.

He studied fashion and textiles design in NABA Milano and fine art and textiles design at the University of Plymouth in England.

At the age of 24 he is the youngest designer invited to show his graduate collection during the haute couture event :Altamoda Roma.

After the special jury prize at Mittelmoda for which is now part of the jury board, and Who's Next in Vogue Italia in 2009, he made his debut with his eponymous label which was also presented on the official calendar at Milano Moda Donna in Milan.

Among the various collaborations Silvio works for the collection's of Furla and Penny Black/Max Mara group, and the trend research department of Pitti Filati in Florence.

Since 2014 he has been following the B.E.S.T project of Cittadell'arte foundation Pistoletto as coordinator for the didactic for the ethics and sustainable fashion department .

In November 2015 some clothes by Silvio Betterelli, are part of the exhibition at the Triennale di Milano dedicated to the last 18 years of Italian fashion.

Over the years he has participated in different international events exhibiting his work in Milan, Florence, Rome, Paris, London, Vienna, Tokyo, Moscow, San Francisco, New Delhi.

From 2019 is in charge of RTW design and product development and research at Borbonese fashion Group.

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	1	Welcome and registration
		Liuba Popova	2	Introduction to the course
Day 2 Wednesday		Liuba Popova	3	Field trip in Corso Como 10* (to be defined)
		Liuba Popova	2	Lecture: Overview on Italian Fashion
Day 3 Thursday		Liuba Popova	3	Field trip to Silos Armani (to be defined)*
		Liuba Popova	2	Lecture on Italian Fashion and design in Milan
Day 4 Friday		Liuba Popova	3	Lecture on Italian fashion brands or field trip (to be defined)
		Liuba Popova	2	Last trends in fashion styles/Fashion market

2ND WEEK

Day	Time	Professor	h	Lesson-subject
Day 5 Monday		Liuba Popova	3	Introduction to the project
		Liuba Popova	2	Working on mood-board and collection sketches
Day 6 Tuesday		Silvio Betterelli	3	Moulage technique introduction/Launch of the Project
		Silvio Betterelli	2	Open Studio : Working on the Concept Research and creation of a Mood-board
Day 7 Wednesday		Silvio Betterelli	3	Illustration and technical drawings based on the Mood-Board and concept research
		Silvio Betterelli	2	Moulage technique: working on prototype How to sew and finishing tech.
Day 8 Thursday		Silvio Betterelli	3	Open Studio :Working on the Project Moulage and textiles manipulation based on the concept research. finalization of Illustrations
		Silvio Betterelli	2	Open Studio :Working on the FINAL project (mood-board, professional book, creative portfolio, prototype). Moulage / Illustration and technical drawings
Day 9 Friday		Silvio Betterelli	3	Working on final presentation of the collection (mood-board, professional book, creative portfolio, prototype, Illustration and technical drawings)

		Silvio Betterelli		Working on final presentation: layout professional book and sketchbook/portfolio with fabrics, mood board, color chart, details, prints, prototypes. Photo shooting
		Silvio Betterelli	2	Final presentation of the collection and final exam

*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.