



istitutomarangoni



**SHORT COURSES
FASHION & THE CITIES**



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

Education Aims:

The educational aims are:

- 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 encourage the development of 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 Fashion and The Cities short course, students will be able to:

- appreciate and employ the unique cultural aspects of a specific city as a basis for research for fashion design, styling and business;
- produce creative and innovative projects according to the particular surroundings and demographics of the residence of study;
- appreciate, cultivate, and utilize an awareness of global fashion to innovate creativity;
- research, plan, and carry out a creative project in a new and unfamiliar environment.

4. Teaching/Learning and Assessment Strategy

Curriculum:

The course gives participants the unique opportunity to experience three different cities, London, Paris and Milano with everything they have to offer to the student of creative, innovative and luxurious creative fashion. This programme of study is designed to be an experience infused with style, creativity, history, art, and technology, giving insight into the mechanisms and processes essential to fashion's global reach.

Week 1: participants will use London as the ultimate source of cutting edge and innovative inspiration to create a capsule collection embracing the cultural diversity and energy of the city. They will look at key fashion designers resident in the city who also draw their inspiration from its many creative hubs, galleries, exhibitions and events and learn to capture their own ideas in a collection underpinned by trend analysis.

Week 2: the second week takes place in Paris where students will be given the opportunity to research the luxury fashion market. They have the chance to work on a visual business plan intended to launch a new line for an existing brand. Couture is still heavily rooted in the fashion industry of Paris, which provides a classic backdrop known for its elegance and superb quality.

Week 3: in the third week students will be based in Milano, the home of style and the industrial creative hub of Italy where fashion photography and styling were born. Here participants will have the opportunity to choose a fashion season and an Italian brand and research their own trends to produce their own photo-shoot. Participants will play the role of a real stylist, coordinating a wardrobe of clothes inspired by their research to produce a refined and contemporary series of fully accessorised photographic images.

Week 4 (optional Firenze): Firenze is home to luxury brands such as Gucci, Ferragamo, Cavalli, and Emilio Pucci, and to generations of highly skilled artisans and craftsmen. By investigating cultural and historical influences on style, quality and craftsmanship participants rediscover 'Italianness'; analysing top accessories brands, and the changing tide in the International Menswear industry, with Florence and the Pitti Uomo Fashion Fair a key appointment in the fashion calendar.

The whole course has a strong cultural perspective and an intense schedule of field trips to museums, galleries, exhibitions, and art institutions, enhancing participants understanding, and overall vision of fashion & art.

Week 4 (optional Shanghai): the final week of the programme takes part in the fashion capital of the East, Shanghai. This is a research trip into the future of fashion, Shanghai being the most important emerging economy where garment production, technology and innovation all thrive side by side.

Participants have the opportunity to demonstrate their achievement of the intended learning outcomes through a variety of tests appropriate to their field of study.

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 structures

Subjects

Fashion Design

Fashion Styling

Research and Development

Fashion Business

Visits and seminars (optional Firenze)

Retail and Product Management (optional Shanghai)

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 Unit;
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 an 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, and through appointments with academic staff;
- end of course online questionnaires where students will be invited to reflect on their overall experience at the School.

Istituto Marangoni would prefer that on most occasions students 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.