



istitutomarangoni



**SHORT COURSES
ART IN FASHION**

Version 01

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, Art and Fashion.

1. Certification Attained

Istituto Marangoni Certificate

Course information

2. Educational & Programme Aims

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.

3. Course Learning Outcomes

On successful completion of the Art in Fashion short course, students will be able to:

- Describe artworks and fashion styles related to a specific context;
- Analyse the dynamics of the contemporary art market;
- Collate primary and secondary researches through images and text content;
- Integrate all personal research and information to create an art and fashion project;
- Apply a range of graphic and CAD skills to develop a proposal for an art and fashion project.

4. Teaching/Learning and Assessment Strategy

Curriculum:

This dynamic short course explores the influence and impact of art on fashion and luxury. Participants will gain a real understanding of the influence and 'power' that art has always exercised on style and the way we dress. Designers have, in fact, consistently fed their imagination with stimuli from art. Meanwhile, it is also true that today the fashion industry is the most important supporter and promoter of contemporary art. Participants will question both worlds - art and fashion - in order to evaluate, improve and integrate the intrinsic characteristics of fashion design, fashion image and style, and encourage further dialogue with art and the various arts, in the fast paced, ever creative fashion industry.

Week 1

Identity and contamination: to investigate the complex relationship between art and fashion implies an awareness of the identity and peculiarities of both disciplines. Historically art and fashion forged their own distinguished sectors; one proposing the illusion of something eternal and imperishable, while the other in pursuit of the future, through clothes and luxury objects that only a few could afford. Understanding this difference is the first step in analysing the history of this exciting relationship.

Starting from the Renaissance up to the present day, participants will examine the most significant periods in history to focus on captivating examples of collaboration between designers and artists.

Week 2

Fusion: the second week looks at the current relationship between the art and fashion systems. Exhibitions, installations and events have radically changed the way fashion is shown on the catwalks and drastically influenced the concept of a collection. There are countless examples in which artists and actors have been involved in the realization of innovative performances. Participants will therefore investigate the creative processes that characterize each of the two systems, passing through the development and production of a project, up to the mode of presentation and distribution of works and collections. Through this comparison they will understand the real fusion of art in the fashion system and vice versa.

Week 3

The future of art and fashion - a creative combination: the last week of the course takes a look at the future. Participants will be encouraged to think of new ways in which a fusion of the two art forms may further expand dialogue and artistic expression. They will be encouraged to demolish disciplinary boundaries and industry conventions in order to rethink the creative process, social relations, the formation of desire, and utilisation of the product or object to the end consumer or client. The week will conclude with an illustrated presentation of a creative project proposal, supported by research materials including for example illustration, colour charts, photos, and images.

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 structure

Subjects

Art and Fashion

Style Analysis

History of Collection

Digital Design

Art Management

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 short course;
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 a 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, through appointments with academic staff;
- Issues will be taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report;
- Formal Student Representation;
- Final Questionnaire (at the end of a study cycle);
- NPS (Net Promoter Score) Questionnaire (at the end of each academic year).

It would be desirable that students provide details of their identity when giving constructive feedback on the course and teaching methods. There might be occasions when that is not appropriate and Istituto Marangoni recognises such exceptions. In these instances, the programme teams and central support services will ensure that anonymity and confidentiality are respected.