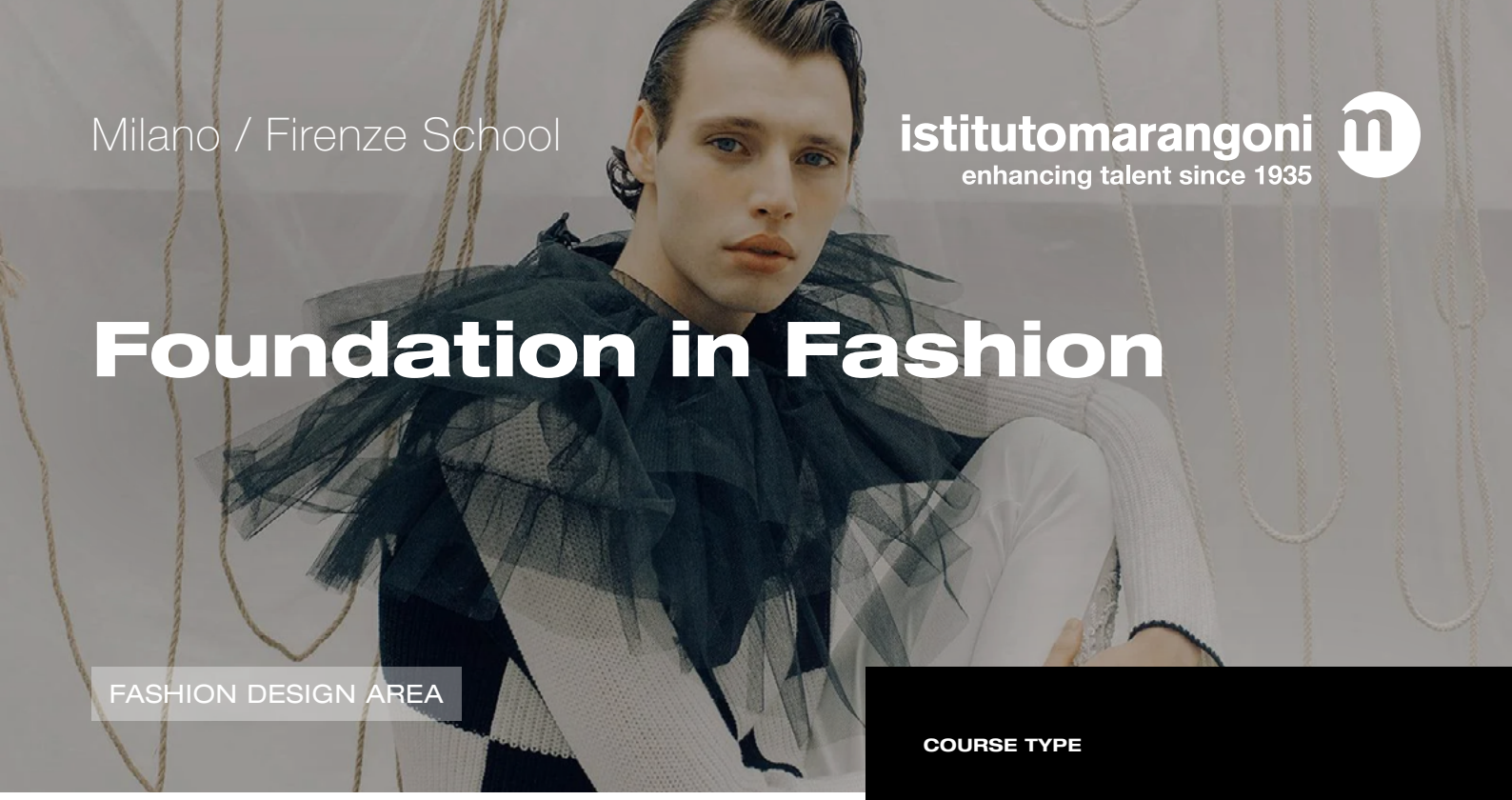


Milano / Firenze School

istitutomarangoni
enhancing talent since 1935

Foundation in Fashion

FASHION DESIGN AREA

COURSE TYPE

Preparatory

Istituto Marangoni Certificate

OVERVIEW

The Foundation Year encourages participants to **investigate the worlds of fashion**, through an exploration of all their aspects, from keywords to styles, from illustration to product in the fashion.

This course is for candidates that may not have all the entry requirements to undertake a 3-year undergraduate programme or that are simply unsure as to which area of study best suits their skills or where their true passion lies.

The overall aim of the programme is to investigate the fashion and art systems covering four main areas: **Fashion Styling**, **Fashion Business**, **Fashion Design**, and **Art**. The programme explores the world of styling and the visual culture applied to fashion and art. Students are introduced to the **lexicon** used in communication, providing them with a **panoramic view** that spans the worlds of cinema, music, and magazines (digital and offline).

Attention is dedicated to an **experimental use of sketchbooks** to develop ideas, themes or concepts, which include **mixed media** for both figurative and abstract imagery. Furthermore, the course then focuses on the area of **Fashion Business**: students discover how products are managed and how production strategies influence business decisions. Different **cultural influences** in the industry are highlighted, as well as the influence of Italian **'know-how'** and the **'Made in Italy'** mark. Specific attention is also given to the fashion design study field, with the main objective of **nurturing and developing individual ideas and creative research** in design. Additionally, students will be introduced to key aspects of art, as an extremely relevant source of inspiration and partner in the creative process. They will investigate different **languages**, **materials**, and **artistic practices** connected with the art history.

The course helps students to build their own **portfolio** of works with projects that will involve art, styling, business, and fashion contents.

KEY OUTCOMES

- express visual ideas effectively and communicate information appropriately and accurately using a range of media including ICT
- understand theoretical conceptualization and knowledge associated with the subject/area of study
- demonstrate creative thinking skills characterised by experimentation, initiative, creativity, motivation and self-management
- apply skills of critical analysis to real world situations within a defined range of contexts
- find, evaluate, synthesise and use information from a variety of sources
- develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives
- articulate an awareness of the social and community contexts within their disciplinary field
- manage their professional development reflecting on progress and taking appropriate action
- equip students with the knowledge, ability and skills to become independent learners and progress to UG study
- develop the student's English/Italian language and study skills ability, in line with the requirements of the Istituto Marangoni.

INDUSTRY COLLABORATIONS

Istituto Marangoni strongly invests in industry collaborations, offering students the opportunity to work on high level projects that add significant value to their professional development. Through **partnerships with leading creatives and global fashion brands**, students gain first hand experience in real industry dynamics.

FACULTY

The Faculty at Istituto Marangoni is recognised internationally for its academic excellence and strong Industry connections. Lecturers and teachers are established professionals who bring real world expertise into the classroom, offering students direct insight into contemporary practices, emerging trends, and the dynamics of the global fashion, design, and luxury industries.

MILANO

SUBJECT	DESCRIPTION
LANGUAGE SKILLS 1	Development of communication and language skills for academic and creative contexts.
GLOBAL CULTURE & CONTEXTUAL STUDIES	Introduction to cultural, social, and global influences shaping the fashion industry.
VISUAL DESIGN CULTURE	Exploration of visual languages, aesthetics, and creative references in fashion and design.
FINE ARTS STUDIES	Foundations of artistic practice and creative expression through different media.
PRODUCT WORKSHOP	Introduction to product development processes, materials, and creative experimentation.
FASHION DESIGN WORKSHOP I	Fundamentals of fashion design, including research, concept development, and garment creation.
LANGUAGE 1	Language learning focused on communication within an international fashion environment.
LANGUAGE SKILLS 2	Further development of language skills for creative disciplines.
ITALIAN CULTURE & CONTEXTUAL STUDIES	Overview of Italian culture and its influence on fashion, design, and the creative industries.
FASHION DESIGN WORKSHOP II	Advanced exploration of design concepts, collection development, and creative process.
DESIGN METHODS	Introduction to design thinking, problem-solving, and project development methodologies.
CREATIVE PRODUCTION	Understanding of creative production workflows from concept to final outcome.
WORKSHOP FASHION STYLING	Fundamentals of styling, image creation, visual storytelling, and trend interpretation.
LANGUAGE 2	Continued language development to support academic, professional, and creative communication.
FINAL PROJECT	Independent project integrating knowledge and skills acquired throughout the programme.

FIRENZE

SUBJECT	DESCRIPTION
LANGUAGE	Development of language and communication skills for academic, professional, and creative contexts.
GLOBAL CULTURE & CONTEXTUAL STUDIES	Introduction to cultural, social, and global influences shaping the fashion industry.
VISUAL DESIGN CULTURE	Exploration of visual languages, aesthetics, and creative references in fashion and design.
FINE ARTS STUDIES	Foundations of artistic practice and creative expression through different media.
PRODUCT WORKSHOP	Introduction to product development processes, materials, and creative experimentation.
FASHION DESIGN WORKSHOP	Fundamentals of fashion design, including research, concept development, and garment creation.
LANGUAGE SKILLS	Development of communication and language skills for academic and creative contexts.
LANGUAGE	Language learning focused on communication within an international fashion environment.
ITALIAN CULTURE & CONTEXTUAL STUDIES	Overview of Italian culture and its influence on fashion, design, and the creative industries.
ART & STYLING PROJECT WORKSHOP	Fundamentals of styling, image creation, visual storytelling, and trend interpretation through project-based activities.
LANGUAGE SKILLS 2	Further development of language skills for creative disciplines.
DESIGN METHODS	Introduction to design thinking, problem-solving, and project development methodologies.
CREATIVE PRODUCTION	Understanding of creative production workflows from concept to final outcome.
FASHION BUSINESS WORKSHOP	Introduction to the fundamentals of the fashion business, including branding, marketing, and industry dynamics.
FINAL PROJECT	Independent project integrating knowledge and skills acquired throughout the programme.