



**istitutomarangoni**



**THREE-YEAR COURSES  
IN FASHION PRODUCT  
(AFAM VALIDATED)**

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 undergraduate courses prepare students with the necessary knowledge and know-how in order to enter a professional career in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Multimedia Arts, Interior Design, Product Design, Visual Design, Art History and Culture. Students will initially acquire basic skills, advancing over the 3 years into independent learners, ready for a career in their chosen profession.

## GENERAL INFORMATION

### 1. Certificate / Diploma awarded

Diploma Accademico di I Livello, recognised by the Italian Ministry of University and Research as an academic diploma equivalent to a university undergraduate level degree, participants will obtain 180 CFA (crediti formativi accademici) equivalent to 180 ECTS credits.

### 2. Course description

Professional roles related to the domains of product and production are among the most demanded by the fashion industry. Merchandisers, product managers, fashion buyers and supply chain managers combine creative and strategic mindsets with highly specialized know-how in the domain of range planning, sourcing, fashion technology, and operations. Such experts are able to evaluate the critical factors related to the forecasting, designing, manufacturing, distribution and promotion of a fashion collection, as well as to achieve commercial goals through the implementation of effective marketing and omnichannel strategies.

The course provides a highly specialized and technical know-how necessary for managing fashion products. Students learn to combine creative acumen, technical expertise and strategic thinking, transforming creative ideas into successful fashion products. The participants have the opportunity to experiment the creative journey of fashion designers, in order to understand their inspirational research process and their working methodologies. They gain a technical expertise in the domain of fabric and materials, garment construction and operation management. At the same time, they become aware how the success of fashion collections depends on strategic, market and cultural factors able to determine seasonal trends and consumer tastes. As a result, they discover the fundamental synergies among different divisions within a fashion company, namely style, branding, marketing, sales, production and logistics. Professionals related to the product area, as merchandisers, product managers, operation managers and supply chain managers, undeniably play a fundamental strategic role in coordinating such functions and creating the necessary synergies determining the commercial success of a fashion brand.

The program covers different kind of disciplines, ranging from cultural and creative subjects to strategic and technological subjects. Students approach market, consumer and aesthetical trends by adopting the theoretical perspectives of sociology, anthropology and psychology of fashion, as well as history of art, fashion and design. They acquire an advanced awareness of global markets and aesthetics through contemporary fashion critique and consumer behavior analysis. The topic of creativity is central in fashion design courses, where the students also have the opportunity to learn fundamentals of 3D design and AI-assisted design. The adoption of a strategic mindset, instead, is crucial for the core subjects of the course, especially sourcing, product development, merchandising, operation management, supply chain management and fashion buying. Strategic thinking is then consolidated through complementary subjects as financial planning, fashion marketing and communication.

Special attention is paid to the impact of technology on fashion, branding and, more in general, fashion companies' operations. In this framework, students learn how to evaluate the opportunities offered by the digitization of the fashion supply chain, that lead to the virtualization of key stages as sampling, fitting, sourcing and selling. Moreover, they discover how to benefit from Artificial Intelligence, evaluating its impact on trend forecasting, design, range planning, material optimization and customization. Finally, they learn how to develop visionary strategies for entirely virtual worlds. Indeed, they have the opportunity to apply 3D design and AI-assisted design to develop virtual collections and immersive narrative spaces, playing with gaming platforms, avatars, virtual influencers, NFTs, and the Metaverse.

An additional driver distinguishing the course Fashion Product is the attention to sustainability, responsibility and inclusivity. Environmental sustainability and social responsibility represent recurring themes in all core subjects relating to sourcing, operation management and garment technology. Inclusivity is approached through the innovative framework of "Design for all" and "Adaptive Fashion", encouraging the students to develop product and buying strategies able to promote diversity and harmonically integrate the needs of different consumer niches in a global system of offer.

**Final Project (Dissertation)**

The final project is the assessment of the competences gained by the Student, his/her maturity in the methodologic approach and the acquisition of the relevant technical and cultural tools; this will translate into a final work that will show evidence of all aspects and steps that are part of the candidates' educational path. It will consist in the development of a work that will demonstrate a concrete application of the theoretical and cultural/creative studies undertaken.

**Internship**

As part of the didactical experience provided to its students, the Undergraduate programmes include an internship period which is embedded in the Plan of Study of each programme.

This working experience allows students to take advantage of skills and topics learned during lessons, putting them into concrete practice within a real professional environment.

The internship consists of a period of an experience in professional practice through the realization of individual or group projects in collaboration with institutions or companies on their premises or on the School premises (internship on campus).

**COURSE INFORMATION**
**3. Course Learning Outcomes**
**Educational Outcomes**

On successful completion of their course of study students will be able to:

- apply skills of critical analysis to real world situations within a defined range of contexts;
- express ideas effectively and communicate information appropriately and accurately using a range of media including ICT;
- manage their professional development reflecting on progress and taking appropriate action.

**Final Award Learning Outcomes**

At the end of the three-year course in Fashion Product, the student will be able to:

- Analyze and manage the planning, development, production and distribution of a fashion line;
- Master the management processes related to fashion collections from industrial production to commercialization;
- Control technological, productive, cultural, social and economic factors in order to develop a fashion line and its notoriety;
- Develop a fashion buying strategy, taking into consideration customer's profiles, trends, budget and sales performance.
- Evaluate innovation as a natural integration of the creative process and technological development of a project;
- Evaluate the economic feasibility of a product offer and the optimization of its industrialization, distribution and promotion;
- Mature the managerial and technical skills required to professional roles in the domain of fashion product development, supply chain management, sourcing, merchandising, and buying.

**4. Course structure**

Year 1

Semester	Subject Title	Lesson Hours	Credits CFA (ECTS)
I	History of Applied Arts	45	6
I	Sociology, Anthropology and Psychology of Fashion	45	6
I	Materials Science and Technology	45	6
I+II	Basic Design	100	8
I+II	Fashion Design	150	12
II	Multimedia Information Technology	100	8
II	Techniques of Visual Communication	62,5	5
I	Foreign Language	30	4
II	Free Study Activities		5
			60

**Year 2**

Semester	Subject Title	Lesson Hours	Credits CFA (ECTS)
I	History and Criticism of Contemporary Fashion	60	8
I	Communication Science	30	4
I+II	Production Processes	150	12
I+II	Fashion Product Development: from Conception to Consumer	100	8
II	Fashion Technologies	75	6
II	Integrated Product Design	50	4
II	Communication Strategies	60	8
I	Fashion Business Organization	45	6
I	Free Study Activities S2		4
			60

**Year 3**

Semester	Subject Title	Lesson Hours	Credits CFA (ECTS)
I	Image Semiotics	37,5	5
I	Product Design	100	8
I	Design Management	75	10
I	Economics and Fashion Marketing	45	6
I	Corporate Communication	45	6
II	Brand Communication	60	8
II	Internship		9
II	Dissertation		8
			60

**5. Learning and Assessment Strategy**
**Programme methods:**

The programme will present students with a variety of approaches to learning and assessment strategies that will promote intellectual, imaginative, analytical and critical judgement.

It will allow students to develop understanding as well as their presentation and communication skills, which they will be able to demonstrate in a variety of forms.

A combination of different learning and teaching methodologies are employed in order to promote reflective learning and develop generic transferable skills.

**Methods include:**

- projects to encourage independent learning through investigation, enquiry and problem solving;
- group project to enhance interpersonal and collaborative skills;
- tutorials and group tutorials to facilitate shared experiences and best practice;
- seminars, formal lectures and workshops;
- study, trips, external projects and competitions present students with another dimension to their learning experience;
- guest speakers provide students with a full, broader and real perspective to their specialist field of study.

**Assessment methods to support learning**

The programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Various forms of assessment are used to test different types of skills and learning.

**Formative Assessment:**

Formative assessment informs both teachers and students about student understanding at a point when timely adjustments can be made. In formative assessment students could be involved in the assessment process. These formative assessment situations will also give students an opportunity to learn to critique the work of others. Some of the instructional strategies that will be

used formatively include the following:

- criteria and goal setting: asking students to participate in establishing what should be included in criteria for success;
- self and peer assessment: With peer evaluation, students see each other as resources for understanding and checking for quality work against previously established criteria;
- student record keeping helps students better understand their own learning curve. This process not only engages students, it also helps them see the progress they are making toward the learning goal.

#### **Summative Assessment:**

these assessments are a means of evaluating student learning, at a particular point in time, relative to established marking criteria. Summative assessments can occur during, as well as at the end of each subject - concentrating on specific evidence of student work, examples as follows:

- Portfolio Assessment is used to assess a variety of projects that have been developed throughout the subject;
- Practical Coursework allows students to demonstrate their understanding and application of practical areas of study;
- Written Reports are required in some study areas, where a clear and structured brief is provided;
- Formal Examinations;
- Presentations may also be used to allow the student to develop their professional communication and presentation skills.

#### **Attendance:**

The exams are processes designed to verify the learning outcomes and the knowledge acquired by the students within the single courses.

To gain admission to the exams, students must have attended at least 80% of the hours of lessons scheduled in the study plan for each course. The attendance is verified by the teachers of the individual courses, who will only admit the students who have complied with this requirement to the exams. Should the student fail to reach the required attendance level in one or more courses, they must attend said courses again before they will be allowed to sit the exam and be admitted to the next Academic Year.

#### **Grades:**

The exams are graded by assigning them marks out of thirty. The minimum mark is 18; The Board can also decide to award an additional merit to students who obtain the maximum mark of 30/30 in the form of the mention "Cum Laude".

Full details on attendance and assessment are explained in the Student handbook (Manifesto dello Studente).

### **6. Career service**

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work.

Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

Additionally, the Academic Board, by way of a specially appointed committee, will evaluate the contents and commitment in terms of time invested in the traineeship for the purposes of assigning credits. The above-mentioned committee will be responsible for assessing the results, having indicated the methods for doing so to the student before the traineeship commences.

When assessing the traineeship, the committee will be assisted by the teacher who has acted as the student's tutor during the traineeship or apprenticeship activities.

The traineeship activity is regulated by a specific convention that indicates: duration of the traineeship, place where the activities are performed, any payment or reimbursement of expenses, insurance covers, the name of the tutor, indicated by the student and appointed by the Director based on the indications provided by the Academic Board, and the name of the company tutor.

The learning activities performed by the students at other institutes in Italy, Europe or other countries, which are fruit of activated agreements, will be recognised. The results achieved are evaluated either by the Exam Board, considering the correspondence of the learning activities performed, or by a specific committee appointed by the Academic Board.

### **7. Course Specific Admission Requirements**

To apply, the following documents are required:

- Copy of high school diploma or equivalent;
- Signed personal statement (motivational letter)
- Successful completion of entry test\*

\*Entry Test (Undergraduate courses).



- Entry Test for design related courses: Students are asked to provide 6 drawings they would consider as their personal statement on fashion, art or design in relation to their chosen subject, plus a short skills test consisting of 4 multiple-choice questions on the subject of fashion, and design.
- Entry Test for business related courses: a short skills test consisting of 10 multiple-choice questions.
- an aptitude interview: candidates are required to take an aptitude interview either via Skype or face to face.

## 8. Student Support Strategy

### Student Support Officers

A dedicated Student Support Officer is available for all students on the programme.

For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties.

A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress.

For matters of pastoral care the Student Support Officers will help in:

- finding their way around;
- managing their time;
- dealing with stress;
- 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, in person (by contacting reception) or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

## 9. Student Evaluation

Student feedback is essential to the 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 following:

- informal contact with Programme Leader and subject Tutor, and through appointments with academic staff;
- end of Course Evaluation;
- end of academic year online questionnaires where students will be invited to reflect on their overall experience in their 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 recognizes this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected.