



**istitutomarangoni**



**STC COURSE  
IN ADVANCED FASHION PORTFOLIO**

Shanghai

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 courses prepare trainees in subjects such as Fashion Design, Accessories Design, Fashion Styling, Luxury Brand Management and Promotion, Fashion Business and Communication, Buying and Merchandising.

## GENERAL INFORMATION

### 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 trainee 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 trainees' 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, reflective practice and engagement with fashion and design industry and the professions;
- to engage in practice lead learning that enables theory to be tested and transformed into subjectively useful tools.

#### Programme Aims:

The students will learn advanced creative techniques, to further enhance the personal signature style and uniqueness in presentation. The advanced portfolio course focuses on giving final year BA level students the best chance of getting into the preferred MA course at one of the top universities of the world. A Portfolio should reflect the creative mind and demonstrate consistency in high quality output. The portfolio course will oversee 2 projects, both of which will be aimed at demonstrating the with and breadth of the creative output, whilst showing focus, consistency, and personal signature.

A portfolio at MA level- is expected to contain a minimum of 3 strong projects that demonstrate the uniqueness, the technical prowess, and the professionalism of the applicant. The projects for MA application should not only engage the audience in the excellent working methods of the applicant, but also to evidence the outcomes through fully finished garments.

#### Prerequisites

BA fashion design education 3rd year or above. Students must be able to Construct and sew all types of soft separates in woven and stretch materials. It is also advisable to master fundamental illustration techniques as well as technical drawings for all types of textiles.

Applicants to the Advanced Fashion Portfolio course should be aware, that extensive development work, toiling and sample making outside the curriculum is required for desired outcomes. The course hours do not include garment technical lessons, though advice during 1:1 session will cover all areas in terms of advice.

### 3. Course Learning Outcomes

On successful completion of this unit students will be able to:

- LO1. An ability to engage in cyclical research that constantly elevates development.
- LO2. Technical awareness that facilitates complex conceptual ideas
- LO3. An ability to experiment and to systematically challenge and test alternative solutions.
- LO4. An awareness of cultural landscape and an ability to respond to market needs.
- LO5. An ability to present engaging creative work in consistent manner.

#### 4. Teaching/Learning and Assessment Strategy

##### Curriculum:

##### Teaching method

The course is taught and mentored by senior lecturers with long industry and academic experience. They introduce not only creative methods and techniques but also how to generate unique ways of working and producing consistent high-level work. Lecture sessions include students own research contributions and group analysis discussions. 1-on-1 sessions are 1h tutorials with a senior lecturer who will guide each student in their individual projects. The course requires extensive amount of time spend on producing homework.

##### Final submission

Course exam will be based on the successful submission and an oral presentation of a 2-project portfolio. The portfolio summary should be presented in keynote format during final exam. All work must be supported by evidence in the form of sketch book, research book, half toiles, and potential full garments. Both projects should include all the BA portfolio standard elements 1-10 (order of elements is flexible and should follow individual style)

#### 5. Course structures

##### Project 1 - Fashion design / “Explore the limits” 8 Weeks.

Fashion project 1 is focused on high volume creative output. That is a major challenge, and the students will be required to produce multiple bodies of research to finish this project. Both projects require the students to sample ideas as part of the development process as well as final garments.

Brief: Design a 6-look collection that tells a story.

##### Subject block breakdown

1. Research – Secondary research sources / Primary research methods
2. Analysis – Deep analytical process leading to ideas and methods.
3. Experimentation – 2D/3D work, collage, deconstruction, manipulation, subversion
4. Textile knowledge – Focus on fashion textiles, textile manipulations.
5. Sketching – Exploring limits of sketching 2D /3D.

##### Project 2 – Fashion Design / “Concept to market” 6 Weeks

The key to success of any fashion designer is to know the audience and to cater to their needs. The second project builds on creative exploration and further develops the key ideas through wearability prism. This requires the designers to consider the possibilities and limits of the concept, systematically test every aspect of it and to propose market ready ideas that do not water down the substance.

Brief: Design a 6-look collection that caters to a specific target audience

##### Subject block breakdown

6. Research 2 – Secondary archival research / outlining the target market.
7. Further Analysis – Deep analytical process leading to ideas and methods.
8. Textile print – Digital print in Ai
9. Textile & Colour – Setting a collection textile story / colour theory and colour story.
10. Technical drawing – Technical drawing & CAD
11. Illustration 2 – Fashion illustration
12. Manifesto writing – writing a seasonal manifesto.

##### Project assembly – Portfolio 4 Weeks

The portfolio part of the course provides not only valuable skills for a professional presentation, but also introduces advanced methods in graphic design and layout. Students will work with both analogue and digital tools and produce a printed and digital portfolio. Presentation methods will be explored for analogue and digital media.

##### Subject block breakdown

13. Postproduction – Using PS for postproduction.
14. Layout – Portfolio setup, digital v. analogue portfolio
15. Graphic design – Graphic design for portfolio