



istitutomarangoni



**SHORT COURSES
FASHION DESIGN: YOUR FIRST
T-SHIRT COLLECTION**

Online Option

General Introduction

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.

General Information**1. Certification Attained**

Istituto Marangoni Certificate

Course Information**2. Short Course: Level / Category**

- Undergraduate Level Course - Course for Teenagers
- Online Option (3 weeks online)

3. Short Course Description

This course is specifically crafted for teenagers interested in learning about fashion, design and creativity, from the very basics in design, through to some of the more interesting and complex elements. No prior design or software skills are required.

Via a mix of online lessons, and practical e-workshops they will personally witness the exciting world of contemporary digital design using Adobe Illustrator and Photoshop software, as well as learning basic techniques in hand sketching, drawing and rendering of products and prints; the perfect mix of digital design vs. hand rendering.

As well as basic design skills, the course also takes a look at what factors help make a successful piece of artwork or print, and how brands and individuals have gone on to produce iconic and award-winning t-shirt collections.

Course Duration

3 weeks online

Key Topics

- Fashion Trends
- Looking at Fabrics
- Creative Research
- Garment Design
- Prints

Week by Week Description

Week 1 - Photoshop tools, Digital Print Design, Fabrics & Embellishment, Prints & Illustrations, History of T-Shirt

The course starts with basic hand illustration skills via e-workshops. Participants will learn how to explore, explain and propose their print ideas through simple illustration techniques. They will also learn the basics of visual research, and understand how to edit their individual ideas, inspiration, and creativity. They will have the opportunity to create personal mood boards and a basic sketchbook, exploring the world of print and T-shirt design for the very first time. Furthermore, a basic history of T-shirt design will provide an insight into the stories behind some of the most iconic designs of the past, and will further assist participants in the overall appreciation of this creative approach.

Week 2 - Prints & Illustrations, Creative Research, Digital Print Design, Fabrics & Embellishment, History of T-Shirt

The course continues towards the final project, with participants starting to develop their first print proposals. At the same time they will take a step into the vast world of fibres, fabrics and their intrinsic values. An overview is proposed, giving participants a first insight into possible technical issues, challenges and solutions for their final T-shirt collection. During the week they will be shown different printing and embroidery techniques to experiment with and are asked to apply these inputs to their own ideas and designs. Mood boards become clear and personal. During this week, participants will start to elaborate their prints with the help of computers, with an introduction into the fundamentals of specialised applications, such as Photoshop and Illustrator.

Week 3 - Final Project finalization, Prints & Illustrations, Print Design, Colors and Fabrics palette, Digital Presentation, External Visit

During this week participants are able to finalise their design proposals. They are guided into making creative decisions and to detailing and finishing. In order to be able to propose their own project, participants are shown how to elaborate basic flat and technical drawings for the production of T-shirts, prints or embroideries, and their correct placement. At the end of the week they will be able to present their final designs, and creative materials, as a mini-portfolio of an individual T-shirt collection.

Subjects

History of the T-Shirt

Fabrics and Materials

Creative Research

Prints & Illustrations

Digital Design

4. Learning Activities

Online Short Courses are taught via:

- Online Workshops / Seminars
- Online lessons

5. Outcomes

Upon completion of this short course, participants will be equipped with the knowledge and skills to:

An individual t-shirt project; a collection of 3 to 5 T-shirt (digital designs) including the following elements developed in digital format:

- Mood boards;
- Materials and colour charts;
- Basic Illustrations;
- Flat drawings.

6. Course materials

- Adobe Creative Suite (temporary license provided by the School)

7. Student Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience:

- a. The use of online resources (where available), to reach the skills and knowledge expected on the course;
- b. Tutors guide students during their studies.

Student & Academic Services

Istituto Marangoni provides Student & Academic Services, who act as the first point of contact for students.

The Student Support Officers help students in:

- managing their time;
- getting the best from their course;
- understanding and applying the School's rules for online programmes;
- anything else the officers can advise on.

8. Student Feedback

Student feedback is essential for future course development and improvement.

Student comments are used to evaluate and enhance both the successful management of their study experience, and course contents.

Upon completion of the short course Istituto Marangoni collects feedback through an online questionnaire where students will be invited to reflect on their overall experience at the School.