



istitutomarangoni



SHORT COURSES
FASHION DIGITAL ILLUSTRATION

Online

General Introduction

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design scenario. Through an exciting curriculum aimed to develop practical, creative, business and management skills which are subject specific, and relevant to the international fashion, design or art industries, 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 Management and Art Curation.

1. Certification Attained

Istituto Marangoni Certificate

Course Information

2. General info:

- Duration: 6 Weeks (3 days per week)
- Total Hours: 45
- Course Delivery mode: full online
- Lesson Duration: 2h30

3. Short Course Description

Brief description paragraph:

This short course is aimed at candidates who have previously studied fashion design or illustration, or who have adequate knowledge and proven professional experience in the field of fashion design. This short course is specifically designed to develop a contemporary fashion illustrator's knowledge and at the same time increase their ability to develop an individual and personal vision.

Participants acquire technical illustration skills and knowledge of an innovative application such as Procreate®, with all its potentialities and design tools; they will also improve their theoretical and technical approach, by developing self-sufficiency and confidence in their creative and professional abilities. The ultimate goal is to communicate an individual, innovative portfolio, containing illustrations that can fulfill the demands of the contemporary market.

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.

Course Learning Outcomes

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

- Demonstrate the creative technical processes involved in communicating effectively design concepts and ideas while reinforcing a fashion brand identity;
- Critically evaluate and apply the theories and techniques used in developing new illustration skills in the fashion and design industry;
- Acquire a very personal style and communicate a fashion idea effectively;
- Create a digital personal portfolio with a creative vision and a strong connection to social media.

4. Course Structure

Week by Week Description

Week 1

The first week is based on the introduction to the fundamentals of digital fashion illustration, and what is required to create styles and translate them into a visual representation. Participants are introduced to Procreate®, the innovative app for illustrators.

Week 2

Through practical lessons in drawing for fashion, the course introduces the analysis of the fundamental principles on which contemporary fashion illustration is based. The student has the opportunity to appreciate the importance of color and its meanings in order to make proper use of it.

Week 3

Starting from the study of surfaces and materials, participants are introduced to the most modern coloring techniques with digital technologies. The goal is to achieve rendering effects that match the contemporary illustration style.

Week 4

During this week, lessons focus on recognizing the concepts behind an image. Advanced digital illustration techniques allow students to deepen illustrative practices and to personalize their drawing.

Week 5

At this point of the course, participants are able to apply a personal style to fashion illustration. The focus on trends and their analysis is both informative and inspiring throughout the lessons of the week.

Week 6

At the end of the course, participants are able to create a Portfolio of illustrations with a great personal creative vision and communication suitable for social media. Students present their Portfolio to Tutors for the final feedback on the activities carried out during the course.

Subjects

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Drawing for Fashion

Rendering Techniques

Digital Illustration

Portfolio Communication

History of Fashion Illustration

Seminars (if relevant or available for the specific course)

- Surface and Materials
- Color Theory
- Social Media and Communication
- Contemporary Illustration Trends

5. Learning Activities

Short Courses are taught via:

- Online Frontal lessons
- Online Workshops / Seminars (where relevant to specific course)

6. Course materials

Students will be required to have with them:

- Personal Pc/Laptop/Tablet to attend online classes with Procreate app
- Adobe Creative Cloud (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:

- manage their time;
- get the best from their course;
- understand and applying the School's rules for online lessons;
- 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.