

ACADEMIC YEAR 2025-26

FASHION DESIGN AREA



COURSE BROCHURE

FOUNDATION YEAR

VIRTUAL FOUNDATION IN FASHION

SHARED CREATIVITY, FROM ANYWHERE IN THE WORLD

THIS INNOVATIVE 1Y COURSE ALLOWS STUDENTS TO GAIN A SOLID FOUNDATION IN FASHION AND UNDERSTAND HOW TO SHAPE THEIR FUTURE ACADEMIC PATH.

What makes the online option unique? It's more than a course — it's an experience. Classes are held within Istituto Marangoni 12 (Istituto Marangoni's virtual school), offering students greater flexibility and full immersion without having to leave home.

During online lessons set in the metaverse, students can actively engage with 3D objects and explore virtual photo studios. They learn how to create digital patterns using 3D garments, while also having the chance to interact creatively—designing their own avatars and shaping a fully personalized learning experience.

Live sessions in the virtual spaces of Istituto Marangoni | 12 are designed to encourage experimentation and style development. These interactive classes provide a dynamic space for students to test ideas, explore personal style, and receive immediate feedback, helping to refine their creative direction.

COURSE CONTENTS

The **Virtual Foundation in Fashion** provides a solid and multidisciplinary preparation, enabling students to:

- Develop their **creativity, critical thinking, and visual language**.
- Acquire the **technical and theoretical foundations** needed to successfully begin an undergraduate program.
- Start building their own **style, voice, and working method**.

Students will receive a complete overview of the core subjects in Fashion, helping them to acquire the necessary tools for their academic and creative development.

Some of the subjects are: Fashion Design, Fashion Styling, Fashion Business (Product).

PLAN OF STUDY

First Year

SEM	SUBJECT	CONTENT	LESSON HOURS
I (Online)	Global Panorama	A journey through cultures, trends, and subcultures on an international level. Students explore their own identity and discover how fashion and communication change across different social and geographical contexts.	40
I+II (Online - Onsite)	Italian Language - General Knowledge	A module designed to learn Italian in a dynamic and immersive way, through on-line lessons, interactive activities on Duolingo, and, during the in-person phase, real-life experiences in the city — from exploring Milan's neighborhoods to engaging in conversations in the field.	60
I (Online)	Fashion Terminology	An immersion into the language of fashion: from technical vocabulary to the structure of the fashion system, and initial brand research. It's the starting point for learning how to communicate and present ideas professionally.	40
I (Online)	Fine Arts	A visual and conceptual overview of art, designed to stimulate creativity and the ability to connect visual and cultural languages. From fashion to contemporary art, exploring maximalism, minimalism, and art exhibitions along the way.	30
I (Online)	Visual Presentation	Basic graphic design tools such as InDesign and Photoshop are introduced to create moodboards, presentations, and visual projects. The skills acquired will be essential for laying out all course projects.	40
I (Online)	Design Methods	A roadmap to navigate the world of fashion: analysis of historical and contemporary brands, business structure, elements of branding, and visual communication. Ideal for beginning to understand fashion as a complex system.	50

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SEM	SUBJECT	CONTENT	LESSON HOURS
I+II (Online - Onsite)	New Technology Fundamentals	An immersive module within our IM12, the multidisciplinary lab of Istituto Marangoni Milano. Here, students explore the future of fashion through: <ul style="list-style-type: none"> • an experience in the metaverse, designing a collaborative virtual exhibition; • a lighting design workshop in a photo studio, to understand how to manage light during a shoot; • an introduction to 3D patternmaking and Clo3D, to discover the technical-digital side of design. Online classes are scheduled during the central part of the day to accommodate all time zones, with a duration ranging from 45 minutes to a maximum of 2 hours.	20
I+II (Online - Onsite)	Fashion Design	From competitor analysis to the design of a mini collection, including illustrations, technical drawings, and spec sheets. A hands-on introduction to the designer's creative process.	40
I+II (Online - Onsite)	Fashion Styling	An editorial project that culminates in a team photoshoot and a personal project, where each student interprets their own style. Students experience every role: stylist, model, make-up artist.	40
I+II (Online - Onsite)	Fashion Business (Product)	The world of strategy and planning within the fashion system. Competitor analysis, positioning, target audience, advertising, and product storytelling.	40
II (Onsite)	Local Panorama (Contextual studies)	A cultural exploration of the city of Milan. Through guided visits to art foundations, showrooms, iconic neighborhoods, and architecture, students learn to "read" fashion also through the urban context.	40
II (Onsite)	Portfolio Preparation	The final module of the course: a guided path to prepare the portfolio required for admission to the three-year program. It includes photo post-production techniques and visual storytelling.	20

EDUCATIONAL APPROACH

One of the key strengths of this course lies in its **small class sizes**, which allow for a much more personalized and intensive learning experience. With fewer students per class, everyone has the chance to actively participate, receive individual feedback, and develop stronger connections with both peers and tutors.

Compared to traditional offline foundation courses, this online program offers a **higher academic level**, thanks to its focused structure and the flexibility to better explore each subject. The online format is designed to be **engaging**, helping students build essential skills right from the start. Weekly live sessions on Zoom are complemented by assignments and activities between classes, fostering a sense of continuity and interaction that goes beyond the screen. Students aren't just passive listeners—they're expected to contribute, collaborate, and grow. Despite being online, the course follows a structure **similar to an in-person classroom** when it comes to accountability.

Attendance is monitored closely, and missing a class or not submitting assignments is treated as an absence. This helps maintain commitment and consistency, both of which are crucial in creative disciplines.

Since students work with industry-standard software like **Adobe InDesign**, having a **computer with a high-performance graphics card** is essential also for navigating the Metaverse. This ensures a smooth, professional workflow and prepares students for the tools they'll encounter throughout their careers.

The Foundation course has been structured with the aim of

being an **introductory course**, to provide a broad foundation without locking students into a specific path. Whether they go on to pursue **Fashion Business, Fashion Design, Styling**, or another area, this course gives them the tools and insight to make informed decisions about their future.

The program is **online**, making it accessible from anywhere in the world. After that, students will transition to a **month and a half of on-campus sessions in Milan**, where they'll have the opportunity to engage in hands-on activities and experience the city's vibrant fashion culture.

For added flexibility, **missed lessons can be made up**, ensuring that students stay on track even if their schedule needs adjusting along the way.

FASHION BUSINESS FACULTY



ALICE BALCONI · Programme leader Fashion Design Area

Graduated in Fashion Design at Istituto Marangoni, Alice has worked in several style offices, such as Max Mara Studio.

Moreover, Alice works as a freelance Fashion Illustrator.

She began collaborating with Istituto Marangoni in 2016 as a lecturer in fashion drawing and illustration, teaching both traditional and digital techniques, including Adobe Illustrator, Adobe Photoshop, and Procreate.

Since 2023, Balconi has been Programme Leader for the Intensive Fashion Design and Foundation in Fashion courses.

ALUMNI

Istituto Marangoni's goal is to give visibility to the most deserving and talented alumni, who are now successful professionals.

Just to name a few:

Rahul Mishra, Julie de Libran, Paula Cademartori, Alessandro Sartori, Kim Dae Sung, Nynne Kunde, Pauline Ducruet, Alice Braglia, Patrick James PJ Almera, Lulu Han, Andrea Bonini, Alberto Zambelli, T rence Coton, Felipe Fiallo, Gilda Ambrosio, Dhruv Kapoor.