



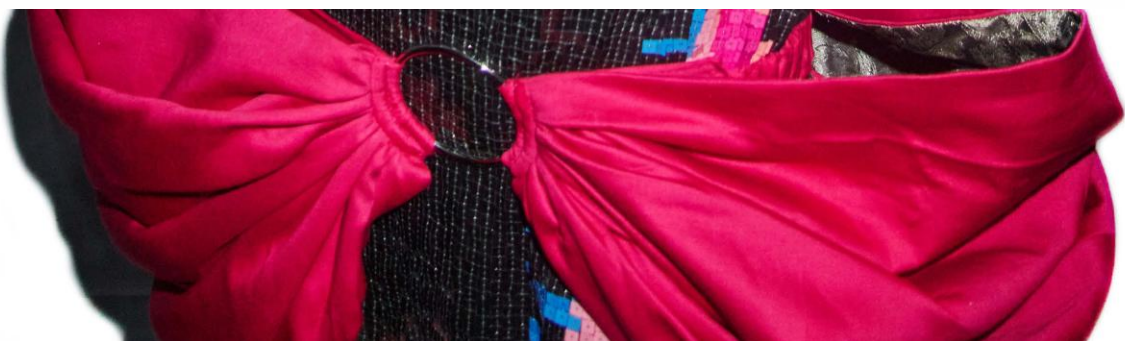
istitutomarangoni 

DIGITAL DESIGN FOR FASHION

PROFESSIONAL COURSE

Academic Year 2026-27

RIYADH



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BRIEF OVERVIEW

Over the past 90 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.

ACADEMIC CERTIFICATE AWARDED (Study Title)

Participants who successfully complete this course will be awarded a Qualifying Program accredited by TVTC (Saudi Arabia Technical Vocational Training Cooperation).

Admission: High school diploma or its equivalent

COURSE DESCRIPTION (Curriculum)

The course – that runs for 16 weeks for a total of 150-hour – focuses on **the application of new technologies** – such as artificial intelligence - in the design process. The program targets young professionals with a previously gained work background (or degree) in fashion. Upon successful completion of the course, students will be equipped with enhanced digital skills for professional use.

Through a **combination of theoretical knowledge, practical exercises, and hands-on projects**, participants will gain a deep understanding of the blend of fashion and technology. They will explore **the fundamental concepts of artificial intelligence** and Web3 technologies in the context of fashion design. They will learn virtual fashion design principles, 3D modelling with CLO3D, and digital and motion graphics for virtual fashion. They will also analyze **the key components of technology**, such as augmented reality/virtual reality, robotics, Internet of things and wearable technologies.

The course will delve into **virtual fashion design tools and techniques**, including avatar styling, digital textiles, and interactive elements. In addition, it investigates emerging trends, challenges, and opportunities within the digital landscape, empowering participants to envision and shape the future of fashion through technology.

COURSE DESCRIPTIONS (Subjects)**Module 1: Advanced Pattern Cutting Innovation**

This module offers an in-depth exploration of complex pattern cutting methodologies. Students will engage with the structural and aesthetic dimensions of high-level pattern drafting, developing the ability to manipulate silhouettes, engineer sculptural forms, and construct garments that transcend conventional design approaches.

Module 2: Digital Fashion and Emerging Technologies

This module provides a foundational understanding of how fashion intersects with cutting-edge technologies. Participants will explore the evolution of fashion tech, and gain insights into artificial intelligence, metaverse, and Web3 technologies, examining their transformative impact on fashion design, production, and user experience.

Module 3: 3D Modeling and Innovation Design

This module introduces participants to the fundamentals of 3D modeling and animation, focusing on tools and techniques used in fashion, product design, and digital storytelling. Through hands-on projects, students will learn to create, animate, and render 3D assets using professional software, preparing them for roles in virtual fashion.

Module 4: Trends, Challenging and Future of Fashion

The final module encourages critical reflection on the evolving digital fashion landscape. Participants will explore emerging trends, ethical considerations, and the future of fashion careers. They will analyse the evolution of AR/VR and immersive experiences, wearable tech and robotics.

EDUCATIONAL MISSION OF ISTITUTO MARANGONI

- To develop flexible approaches to program delivery and student support which reflect the needs and expectations of our students;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to encourage the development of students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
- 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.

LEARNING AND ASSESSMENT

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 to promote reflective learning and develop generic transferable skills.

Methods include:

- projects to encourage 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;

Furthermore, guest speakers provide students with a full, broader, and real prospective 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;
- 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.

STUDENT SUPPORT

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 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.

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 Tutor, and through appointments with academic staff;
- 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.