



**istitutomarangoni**



**FASHION DESIGN & ACCESSORIES**

**ONE YEAR INTENSIVE PROGRAM**

Academic Year 2026-27

RIYADH



**INDEX**

<b>Brief Overview</b>	<b>3</b>
<b>Academic Certificate Awarded (Study Title)</b>	<b>3</b>
<b>Course description (Curriculum)</b>	<b>3</b>
<b>Course descriptions (Subjects)</b>	<b>4</b>
<b>Educational Mission of Istituto Marangoni</b>	<b>6</b>
<b>Learning and Assessment</b>	<b>6</b>
<b>Career service</b>	<b>8</b>
<b>Student Support</b>	<b>8</b>
<b>Student Evaluation</b>	<b>8</b>
<b>Internationally and Study Abroad Opportunity</b>	<b>8</b>

## **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)**

This course focuses on the fundamental concept of fashion design. It provides the knowledge and skills required for designing a successful collection and create an individual, distinctive style, meeting the needs of the market. The course covers the key points of garment and accessory design. The programme begins with the development of a personal sketching style. Students will then learn how to discipline their creativity to meet market needs and trends while fulfilling consumer demands. In addition, they will explore the manufacturing process of basic garments and textile production techniques. They will gain the ability to identify different types of fabrics and incorporate them into their creative ideas. Part of the course focuses on digital tools for fashion design, enabling students to effectively blend fashion and technology. By the end of the course, students will be able to design a collection that combines research, creativity, and marketing.

The training for this specialization is organized into 2 semesters, Each semester has 16 weeks- 10/12 hours per week, (the hour being of 50 training minutes) for a total of 370 hours

**COURSE DESCRIPTIONS (Subjects)**

**First Semester.** The semester has 16 weeks, 190 hours, 12 hours per week, the hour being of 50 training minutes

**Fabric and Material**

The course will allow the development of fundamental knowledge of the materials used in the fashion industry, deepening their physical and organoleptic properties, their uses and their transformation processes within the textile and apparel supply chain. Students will learn to classify fibers on the basis of their origin - natural, synthetic and artificial - and to recognize the different types of fabrics, aware of their transformation processes and their most appropriate uses in clothing.

**History of Applied Arts**

The course covers the history of fashion, arts and design from the 19th century to nowadays. It will encourage the adoption of a theoretical and critical approach to discover the aesthetic production of the period, referring both to the field of art and to the products of material and industrial culture, specifically design and fashion. In this framework, aesthetic products will be considered as a result of the social, economic and cultural factors that characterize the different decades. The exemplary products of the history of design are also seen as the result of the various design theories and methodologies, as a product of technological development, as an expression of corporate culture in its relations with social and economic development.

**Trends analysis and forecasting**

The course introduces the main theories and practices about trend analysis and forecasting, with the goal to provide students with fundamental analytical skills necessary for subject as product development and buying. The participants will discover the main mechanisms that allows trends to spread, learning how to interpret weak signals of change through the contaminations among different domains of material culture, as art, architecture, technology, the media, design, and fashion.

**Fashion Drawing I**

The practical subject is based on the teaching of female and male figure design, paying particular attention to the proportions of the human body and the stylization of the form. At this stage, the study of the body proportions, anatomy, volumes, perspectives and movement is studied by analysing the various methods of representation. The basic tools for communicating and developing fashion design are provided, using various black and white illustration techniques.

The course aims to implement representative practices. through the analysis of the main manual rendering methods. By studying images from fashion shows and fashion illustrations, the student acquires the ability to actualize the design style and customise the image. Practical examples stimulate the student to learn the basic colouring techniques using Marker, Coloured Pencils and Pens of various types. This study allows to recreate opaque and shiny effects, transparencies and textures of the most varied fashion fabrics for the illustrative drawing of the collection.

**Fashion Design Realization: Pattern Making I**

The students will be introduced to basic pattern making techniques applied to the construction of skirts, trousers, dresses, sleeves and collars. This will ensure them the technical awareness that will help them develop original designs in a technically correct manner.

The study of the lines for the various product types and the careful analysis of the details is discussed. The pattern making is part of a progressive process of knowledge in which the techniques applied to the making of garments are fundamental as a support to creativity.

Furthermore, students will be introduced to the basics of 3D design (the graphic software used will be Clo 3D). In this way, they will be able to experiment with the creation in 3D of basic clothing items, at the same time revisiting the technical specifications of modelling also in digital form and arriving at the composition of 3D drawings, which respond to the characteristics of constant technological innovation of the fashion product required by the market.

**Fashion Design**

The course aims to address two different design phases, from the development of the personal collection concept to the development of the garment and allows the identification of the correct tools for the creation and representation of the creative work. To encourage the student to understand the importance of research in the field of Fashion Design, the basic methods of acquiring information are put into practice, using different sources. The student is sensitized to appreciate the power of Fashion to express social change, cultural and political phenomena, and the economic reference system.

In the design phase, they are provided with skills to elaborate their own research, to develop ideas, volumes and details that can satisfy the chosen target in the contemporary fashion market.

**Second Semester.** The semester has 16 weeks, 170 hours, 10/12 hours per week, the hour being of 50 training minutes

### **Fashion Portfolio**

The course allows students to acquire the autonomy they need to manage research for the purpose of examining the cultural elements and trends linked to the world of clothing and accessories. Knowledge of the design process, as dealt with in the previous semester will allow students to become capable of drawing an original project that offers sources of inspiration and solutions for the development of a creative idea.

Special attention will be focused on the representative processes of designing, from both technical and illustrative viewpoints, and the effectiveness of these processes in completing creative designs, and an original composition of the Portfolio for the S/S Collection, with traditional techniques and with the support of digital interventions, that fit in with the contemporary's professional market.

### **Graphic Design**

The course, with a theoretical and practical nature, introduces the student to the awareness of the utility of digital technologies for researching fashion related information, acquisition and storage of data and images for the creation of reports and visual presentations.

The course will also deal with photo retouching and image processing techniques, illustration, and vector technical drawing. In details: Using Adobe InDesign CC allows the student to create layouts for presentation boards to effectively, clearly and professionally demonstrate the technical/creative components of your projects. Through the study of Adobe Photoshop®, students acquire the skills to be able to adequately use the photographic retouching tools, image processing and can create customized material textures and fashion illustrations with techniques appropriate to the contemporary style. These are in fact indispensable tools to represent and communicate their creative ideas in a professional way.

### **Fashion Drawing II**

Starting from the basic knowledge of fashion design, learned in the previous semester, the course aims to implement the representative practices through the analysis of the main manual rendering methods. By studying photographic images from magazines, fashion shows and fashion illustrations, the student acquires the ability to actualize the design style and customize the image.

Practical examples stimulate the student to learn the basic coloring techniques using Marker, Colored Pencils and Pens of various types. This study allows to recreate opaque and shiny effects, transparencies and textures of the most varied fashion fabrics for the illustrative drawing of the collection.

### **Fashion Design Realization: Pattern Making II**

The students will be introduced to basic pattern making techniques applied to the construction of skirts, trousers, dresses, sleeves and collars. This will ensure them the technical awareness that will help them develop original designs in a technically correct manner.

The study of the lines for the various product types and the careful analysis of the details is discussed. The pattern making is part of a progressive process of knowledge in which the techniques applied to the making of garments are fundamental as a support to creativity.

Furthermore, students will be introduced to the basics of 3D design (the graphic software used will be Clo 3D). In this way, they will be able to experiment with the creation in 3D of basic clothing items, at the same time revisiting the technical specifications of modelling also in digital form and arriving at the composition of 3D drawings, which respond to the characteristics of constant technological innovation of the fashion product required by the market.

### **History of Fashion and Costume**

The course analyses the evolution of the history of dress from Ancient Times to the end of the 1800s. The developments will be considered within a wider historical, social, political and cultural context.

The following elements of dress will be explored in detail: cut and sartorial construction, the development of fabrics and materials, accessories, jewellery, hair and makeup. The relationship between fashions of the past and of the present will be explored, with the aim of being able to make comparisons between the various historical periods and stylistic codes in use today.

Alongside and in support of each lesson, various types of homework assignments will be set: reading, museum and exhibition visits, films, group and individual research projects.

**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.

## **CAREER SERVICE**

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work.

Monitoring, guidance, and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

## **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.

## **INTERNATIONALITY AND STUDY ABROAD OPPORTUNITIES**

Trainees of the Training Diploma at Istituto Marangoni in Riyadh can have the opportunity to either complete their study path in Saudi Arabia with a 3-year Advanced Diploma, which includes a 6-month internship (Cooperative Training), or take advantage from Study Abroad mobility towards Istituto Marangoni campuses in Italy, France, UK and UAE, through the "Istituto Marangoni Cross-School" program.