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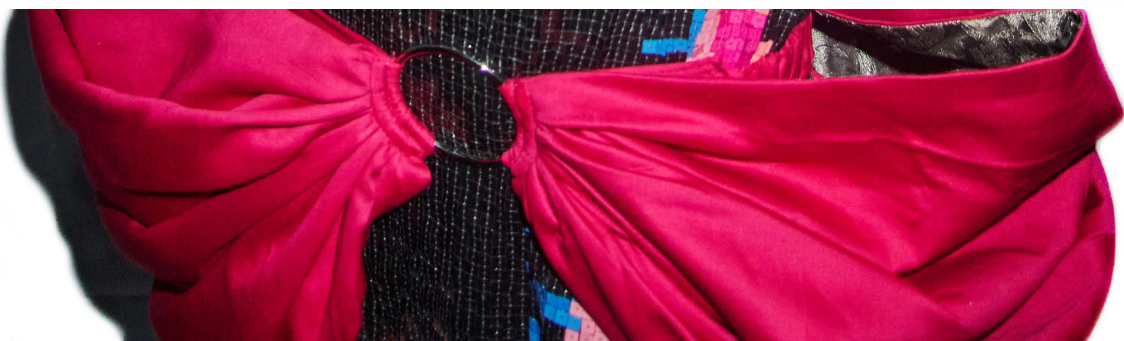
FASHION DESIGN & ACCESSORIES
ADVANCED TRAINING DIPLOMA
Academic Year 2025-26
RIYADH

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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 an Advanced Training Diploma, equivalent to Level 5, accredited by TVTC (Saudi Arabia Technical Vocational Training Cooperation). Participants will obtain 120 credits.
Admission: High school diploma or its equivalent

COURSE DESCRIPTION (Curriculum)

This Course in Fashion Design & Accessories aims at providing the trainee the skills and information necessary to work in the fields of fashion and accessories design, the pattern making and the design of fabrics. Thanks to the skills acquired during the course, the trainees have many career opportunities, such as Fashion Designer (which is the essential figure in style offices), Textile Designer, Trend Forecaster, Product Developer, Pattern Maker, Digital Fashion Designer.
The course is based on various learning and teaching methods including: seminars, tutorials, workshops, classroom lessons, One-to-One monitoring of the work performed, group projects and individual research.
The training for this specialization is organized into six semesters, Each semester has 16 weeks- 30 hours per week, the hour being of 50 training minutes. The last semester of the third year includes 360 hours dedicated to cooperative training.
The course provides theoretical, methodological and useful skills for the education of professionals ready to get the continuous evolution of the global fashion industry and to obtain the fifth level in the National Qualifications Framework. The course, focused on the current fashion scenario, offers students the opportunity to delve into the intrinsic added value and characteristics of accessories, garments or fashion products, in order to learn how to design objects that create desire.
During the course, students are invited to experiment with new materials and technologies, to dare into combinations of fabrics, renewable and sustainable resources, 3D printing or experimental cutting techniques, but also to evaluate the decorations of fabrics and the details that make the difference for a winning collection. Research on the history and culture of fashion and historical references to the world of art and costume further stimulate creative thinking, while communication skills help to have a professional approach in the negotiation and presentation of the final ideas to companies and new clients.
Students will learn key design techniques and, by the end of the first year, will be able to illustrate their ideas in the way that meets the standards of contemporary style. They will be able to create specific projects on a particular fashion theme, creating research books with photographs, drawings, collages, fabric samples and other elements necessary to design their first creative ideas. Students will also learn to use the most popular graphic software and digital design tools and the most popular visual communication techniques.

COURSE DESCRIPTIONS (Subjects)

FIRST YEAR - 2 Training Semester. Each semester has 16 weeks 30 hours per week, the hour being of 50 training minutes

Materials Science and Technologies
The theoretical and practical course aims to transmit the knowledge necessary to understand the functioning of the textile supply chain in the design and production phase of fabrics. Becoming familiar with the processes of transformation of raw materials, and the production techniques, allows the student to be able to appreciate the specific properties of the fabrics as well as to refine the sensitivity in the use of materials for fashion. To broaden the knowledge of materials, the world of yarns, leathers, accessories and small parts is also explored in order to understand their multiple technical and creative possibilities.

History of Applied Arts
This theoretical course investigates chronologically the aesthetic languages of the History of Art by relating it to historical, social, political and cultural contexts. Artistic production is examined in its various forms: from Painting to Sculpture, from Architecture to Design. The subject, through its contents, allows the student to grasp the most important artistic codes and draw a parallel between cultural movements through different eras and geographic areas. It also investigates the relationships between the art of the past and the stylistic features of the present, in order to grasp their aesthetic and creative values. Students will be guided in identifying artistic references, which can enrich their Collection project, and will understand the importance of creating a link between art and fashion, with reference to both Middle East, especially Saudi, and Western design cultures.

Fashion Design I
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 role of fashion to express social change, cultural 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.

Foreign Language
The course is designed to broaden and improve students' English language skills in different contexts and situations related to both fashion as well as real-life contexts. We will be looking at the principles of effective communication and through class practice and assignments, students will be given tools and tips to enhance their communication, and develop their self-awareness as well as audience awareness when it comes to the two main forms of communication, written and oral. In particular, we will be looking at Business English, how to pitch ideas as well as how to write a CV and prepare for job
interviews to get students ready to step into the work environment

Image Digital Processing
The course, with a theoretical and practical nature, introduces the student to the awareness of the utility of digital software for researching fashion-related information, acquisition and storage of data and images for the creation of reports, mood boards and visual presentations. The course will also deal with photo retouching, color correction, image processing techniques, illustration, and vector technical drawing.
In details: Using Adobe InDesign CC will allow students to create layouts for presentation boards to effectively, clearly and professionally demonstrate the technical/creative components of any project. Through the study of Adobe Photoshop® and Procreate, students will acquire the skills to adequately use the photographic retouching tools, image processing and have the opportunity to create customized material textures and fashion illustrations with techniques appropriate to the contemporary style. Finally, thanks to the use of Adobe Illustrator®, students will learn how to create the technical drawing of the garments with the help of vector paths. These are in fact indispensable tools to represent and communicate their creative ideas in a professional way.

Basic Design
SEMESTER 1: The practical aspect of this 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.

SEMESTER 2: Starting from the basic knowledge of fashion design, learned in the previous semester, the course aims to implement representation techniques 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 markers, 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: Patterns I
Students will be introduced to basic pattern making techniques applied to the construction of skirts, trousers, dresses, sleeves and collars, therefore providing them with the technical awareness that will help them develop original designs. The study of the lines for the various product types and the careful analysis of the details are 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 and Costume History
This theoretical 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, jewelry, 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.

Representation Methods and Tools
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.

SECOND YEAR - 2 Training Semester. Each semester has 16 weeks 30 hours per week, the hour being of 50 training minutes

History and Criticism of Contemporary Fashion
This theory-based course focuses on the evolution of styles and tastes in contemporary fashion. The teaching investigates the subjects from historical, cultural and social points of view. The tools provided enable students to value the multicultural nature of fashion, highlighting important phenomena and key figures. In addition, the resources available enable them to understand that as fashion is a form of communication, it changes according to the constant changes in society and the economy. The relationship between fashion, aesthetics, advertising, film, music, and subcultural groups, along with an examination of historical development, sheds light on the current debate in fashion itself.

Visualization Techniques
This practical course focuses on the graphic production of data sheets, palettes, materials, and fabrics. It aims to enable learning proper technical communication with manufacturers working in the fashion and accessories world. Students will also learn how to use Photoshop and Illustrator to create professional-quality prints and patterns for a variety of applications. The course will cover the fundamental concepts and techniques of pattern design, including color theory, repetition, and scaling, and will also cover Photoshop and Illustrator functions useful for creating seamless patterns and elaborate designs.

Fashion Design II
This complete fashion programme will teach students the skills and techniques needed to create stylish, high-quality fashion accessories, customise their design skills, and perform personal fabric manipulations and trimmings. Students will learn how to design and create accessories using a variety of materials and techniques. What is learned will be conveyed in the second

semester in a dedicated workshop on accessory pattern making. Students will also explore the manufacturing processes involved in fashion design, including stitching, finishing and other techniques used to professionally finish their garments. Furthermore, students will learn how to design and create knit garments using a wide range of techniques and tools.

Fashion Design Realization: Patterns II
This subject provides students with the theoretical and practical tools needed to make fashion garments. It is at first oriented toward teaching the basic techniques of pattern making for shirts and outerwear, to analyze shapes, proportions, and details. The next step is the creation of a more advanced paper pattern that explores alternative methods of constructing a garment, experimenting, and creating shapes and volumes with high technical and creative content. This model silhouette proposal will be refined and expanded to create the first complete dresses in the Fashion Collection Design course.

Fashion Collection Design I
This practical course introduces visual perception as an educational tool for aesthetics and communication. Through a creative design project combining art and fashion, students will explore a wide range of approaches to create new aesthetic contaminations. Research and ideas generated from the main theme will be used to develop design concepts and solutions for an experimental and original collection. Students will have the opportunity to interpret artistic ideas in their own way, combining individual garments with other areas of study and experimentation to create a unique and original collection.

Visual Research
This theory-based course offers a comprehensive overview of international macro trends, examining their cultural, economic, and social origins. Students will gain an understanding of the current fashion phenomena shaping the modern world, develop their ability to analyze aesthetics and understand what drives fashion, including the desires of consumers. By enhancing their skills in interpreting images and engaging in critical and analytical thinking, students will be able to innovate and create designs that meet industry demands. They will also create a project of an ideal fashion shooting for their own collection. Overall, the course aims to cultivate awareness and facilitate the innovation process within the fashion industry.

History and Criticism of Contemporary Design
This course examines key design themes and movements of the 20th and 21st centuries from an interdisciplinary perspective. Students will begin by exploring a range of expressive languages, such as color, shape and sign, as reinterpreted by several authors and contemporary designs. Through a series of lectures and discussions, students will investigate the relevant critical debates and themes shaping the current art and design landscape. Throughout the course, students will also explore how fashion is influenced and influences film, photography, theater, applied arts, architecture, comics, and design, examining the ways in which these fields intersect and shape each other. The goal of this course is to provide students with a deeper understanding and critical reflection on the significant themes that have shaped design history in the 20th and 21st centuries across different geographical areas.

Prototyping (Prototype of Design Patterns)
By having students create patterns for 3 complete, well-matched outfits, the course gives them an opportunity to develop the pattern-making techniques learned previously and use them, on a more advanced level, to experiment with the fashion volumes and shapes of their own personal creative design. This will provide an opportunity to verify the students' skills in moving from the two-dimensional to the three-dimensional aspects of pattern-making. Furthermore, students will replicate two of those outfits also using a 3D CAD dedicated software.

THIRD YEAR - 1 Training Semester (16 weeks) and 1 Cooperative Training Semester (12 weeks) - 30 hours per week, the hour being of 50 training minutes

Entreprenerial Skills
This subject provided students with the theoretical knowledge and practical tools needed to develop an entrepreneurial mindset and launch their own fashion-related ventures or brands. They will understand how to run their own business in the fashion industry, from creative idea to business concept, and they will learn how to build a sustainable and scalable fashion brand. Throughout the course, students will also analyze branding strategy and will explore case studies of successful fashion start-ups. Furthermore, students will learn how to set budgets and measure KPIs. Additionally, the course explores various funding options available to emerging designers and entrepreneurs - including investors, grants, and crowdfunding - helping students understand how to access financial resources to support the growth and development of their fashion ventures.

Economics and Fashion Marketing
This course aims to support the role of marketing within a Fashion System. It explores the market by analyzing business models and marketing strategies of leading companies in the fashion industry. It examines market scenarios, consumer spending habits, strategic and evaluation processes, organizational resources, segmentation, fashion product placement and competitors, strategic planning, and the relevant policies for: product, price, distributions, communication, promotion and sales. The final aim is to integrate the approach with marketing and the awareness of the market and trends as part of personal creative development.

Communication skills and techniques
This practical course aims to develop students' communication competencies—both verbal and non-verbal—tailored specifically to the needs of the fashion industry. It enhances students' ability to express creative ideas, collaborate with teams, and engage effectively with diverse audiences across media and professional settings. Students will begin by studying the core principles of effective communication, learning how to adapt their message depending on the audience, context, forms and objective. As the course progresses, students will refine their public speaking and presentation abilities. They will learn how to speak confidently and persuasively in front of an audience, pitch a project or product, and receive feedback constructively. By the end of the course, they will able to tailor their tone and style to suit different formats and professional expectations.

Final Project
The final project is the assessment of the competences gained by the Student, his/her maturity in the methodologic approach and the acquisition of the relevant technical and cultural tools; this will translate into a final work that will show evidence of all aspects and steps that are part of the candidates' educational path. It will consist in the development of a work that will demonstrate a concrete application of the theoretical and cultural/creative studies undertaken.

Internship (Cooperative Training)
As part of the didactical experience provided to its students, the programme includes an internship period which is embedded in the Study Plan.This working experience allows students to take advantage of skills and topics learned during lessons, putting them into concrete practice within a real professional environment.
The internship consists of a period of experience in professional practice through the realization of individual or group projects in collaboration with institutions or companies on their premises or on the School premises (internship on campus).

EDUCATIONAL MISSION OF ISTITUTO MARANGONI

- To develop flexible approaches to programme 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.

PROGRAMME LEARNING OUTCOMES: FRAMEWORK

Knowledge [K]: outcome of the assimilation of information through learning, set of facts, principles, theories, and practices that are linked to an area of work or study.

Skills [S]: ability to apply knowledge and use know-how to complete tasks and solve problems.

Competence [C]: proven ability to use knowledge, skills and personal, social and/or methodological abilities, in work or study situations and in professional and personal development.

PROGRAMME LEARNING OUTCOMES

At the end of the course in Fashion Design & Accessories, the student will be able to:

Knowledge:
K1. Understand how to collect, assess, record, and apply appropriate information to interpret it critically by considering diverse points of view to reach well-reasoned conclusions
K2. Learn the principles of material science for fabrics and the key manufacturing methods for the creation and prototyping of fashion garments and accessories.

Skills:
S1. Become proficient in communicating ideas effectively, both verbally, in writing and through graphic means, utilizing manual techniques and digital tools.
S2. Use different drawing and image digital processing techniques for sketching, coloring, rendering fabrics and creating technical layouts for clothing and fashion accessories.
S3. Use 3D modelling, prototyping and pattern cutting techniques, combined with digital software, for the development of innovative shapes.
S4. Select the most appropriate techniques for the creation of a fashion design portfolio (graphic design, techniques of visual communication, image editing, mood board creation, material chart).

Competencies:
C1. Create fashion collections with a strong creative component, in which the dexterity and knowledge of both artisanal and industrial techniques find application in an expressive and innovative way and meet the needs of the reference market.
C2. Evaluate the evolution of the fashion panorama embracing a sociological, historical and anthropological perspective in light of the impact of key drivers of change such as sustainability, globalization and digital disruption.

STUDY PLAN

Year 1

First Training Semester (16 weeks)			
I	Subject	Credit Hours KSA	Lesson Hours*
1	Materials Science and Technology	3,00	80,0
2	History of Applied Arts	3,00	48,0
3	Fashion Design I	3,00	80,0
4	Foreign Language	2,00	32,0
5	Image Digital Processing	3,00	80,0
6	Basic Design	3,00	80,0
7	Fashion Design Realization: Patterns I	3,00	80,0
Grand Total		20,00	480,00

Second Training Semester (16 weeks)			
II	Subject	Credit Hours KSA	Lesson Hours*
1	Fashion and Costume History	2,00	32,00
2	Representation Methods and Tools	6,00	144,00
3	Image Digital Processing	3,00	96,00
4	Basic Design	4,00	96,00
5	Fashion Design Realization: Patterns I	4,00	112,00
Grand Total		19,00	480,00

*The lesson hours include seminars, tutorials, workshops, classroom lessons, One-to-One monitoring of the work performed, group and individual projects.

Year 2

Third Training Semester (16 weeks)			
III	Subject	Credit Hours KSA	Lesson Hours*
1	History and Criticism of Contemporary Fashion	2,00	32,00
2	Visualisation Techniques	2,00	32,00
3	Fashion Design II	5,00	128,00
4	Fashion Design Realisation: Patterns II	4,00	112,00
5	Fashion Collection Design I	6,00	144,00
6	Visual Research	2,00	32,00
Grand Total		**21,00**	**480,00**

Fourth Training Semester (16 weeks)			
IV	Subject	Credit Hours KSA	Lesson Hours*
1	History and Criticism of Contemporary Design	2,00	32,0
2	Fashion Design II	5,00	128,0
3	Fashion Design Realisation: Patterns II	2,00	96,0
4	Fashion Collection Design I	6,00	144,0
5	Prototyping	4,00	80,0
Grand Total		**19,00**	**480,00**

*The lesson hours include seminars, tutorials, workshops, classroom lessons, One-to-One monitoring of the work performed, group and individual projects.

Year 3

Fifth Training Semester (16 weeks)			
V	Portfolio	Credit Hours KSA	Lesson Hours*
1	Entrepreneurial Skills	3,00	360
2	Communication Skills and Techniques	3,00	80,0
3	Economics and Fashion Marketing	3,00	48,0
4	Final Project	10,00	272,0
Grand Total		**19,00**	**480,00**

Cooperative Training Semester (12 weeks)			
VI	Portfolio	Credit Hours KSA	Lesson Hours*
1	Internship (Cooperative training)	4	360
Grand Total		**4**	**360,00**

*The lesson hours include seminars, tutorials, workshops, classroom lessons, One-to-One monitoring of the work performed, group and individual projects.

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; • Formal Examinations;
*   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 and be admitted to the next Academic Year.

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.