istitutomarangoni ⓜ

**BACHELOR OF ARTS
IN PRODUCT DESIGN**
Academic Year 2023-24
DUBAI

INDEX

BRIEF OVERVIEW

Over the past 85+ 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 BA Degree - accredited by CAA (Commission for Academic Accreditation). Participants will obtain 180 credits.

COURSE DESCRIPTION (Curriculum)

Gradually and by combining an academic teaching method with an approach more geared towards professionalization, the curriculum helps students gain the technical practical, instrumental and strategic knowledge that characterizes the professional role of the designer, as an expert who is capable of controlling both the technical and pragmatic aspects of the project and the aspects regarding quality linked to the aesthetic experience of the object and the context in which it will be used. In particular, in the first year, students will study the fundamental coordinates which characterize the field of design as a multi-disciplinary sector in which elements from the historic and humanistic context of a product, acquired by studying the history and culture of design, are just as important as its technological and scientific heritage. They will do so by examining the technical and physical aspects that characterize the object of design in depth. In terms of design, particular attention is paid to the basic forms of the product and the piece of furniture or décor, starting from how it interacts with the human body. The course focuses on studying the tools used to represent and communicate the design, both by way of freehand drawing and also with the use of the most modern ITC software programs. Moving on from the basics established in the first year, in the second year of the course, the student's knowledge of the design scenario is consolidated through lessons linked to the social and anthropological sciences. The technical skills that serve as support for the design activity are reinforced, as the students perform an in-depth study on how to use the various materials, in preparation for the complete definition of the design. The concept of the product system is also introduced: here the industrial product is seen as an "extended" entity that is not only produced by determining the form but also by preparing the production and distribution processes, as well as the life cycle of the product. Simultaneously, the methodological subjects help the student to fine-tune their abilities to carry out research independently, with a view to building a global approach to design, also supported by the use of advanced model-making and rendering tools. The third year introduces a new level of complexity, putting the student into a perspective geared towards the development of the design in the wider context of a corporate environment and its dynamics. This is achieved through the use of dedicated teaching materials and also by having the student work with important companies in the industry and developing the skills required to manage the profession. The student's course will be completed with advanced level studies of humanistic culture and design technology, not only helping to complete their training on a strategic level, but also to acquire a solid ability to work autonomously on a project and indeed in the profession as a whole.

COURSE DESCRIPTIONS (Subjects)

FIRST YEAR

History and Culture of Design
The course introduces the main moments of historical and critical debate that characterized the History and Culture of Design between the nineteenth and twentieth centuries.
The course combines three different perspectives: the historiographic, critical, and vocabulary-based stances.
Students will be provided with the ability to focus on the development of the main movements in a historical perspective but also to develop and argue in line with his or her own opinions on the various issues that have characterized industrial design and aesthetic culture in the West [European and American], East and Far East [India, Japan, China], and MENA [Middle East and North Africa].
Students will refer to major world events as an inspiration for design projects.
Students will have the opportunity to demonstrate their knowledge of historical content identifying key figures, their roles, and movements of the History of Design of the nineteenth and twentieth century in relation to the socio-cultural context.

Students will produce a series of creative products that reflect their comprehension of both historical content and relevant design skills, all collected in a portfolio along with insight research.
The final portfolio contents will reflect chronologically the different periods of evolution in design and context, by creating a thematic historical timeline.

Technical Drawing
The course aims at giving students basic methods and tools for the execution of technical drawing as a means to define and illustrate the dimensions and measurements of a physical product.
Students will learn to operate with AutoCAD 2D software to gradually make more and more detailed and professional technical documentation of a product or furniture element.

Design Semiotics
The subject aims to provide students with an advanced, specific knowledge of design languages seen in their historical evolution, analyzed with a semiotic approach against the background of the social and cultural context of reference. The student will learn how the relevant contents of a given era are translated into recurrent aesthetic styles applied to product design and furniture elements as well as their use in interior design projects. Particular attention is given to the contemporary scenario and the latest development of design languages.
Students will develop semiotic skills to be applied to visual production and to how these can be used to convey specific cultural contents.

Introduction to Design Methodology
A designer is a figure able to see and develop new objects, new solutions, new ideas. A designer should manage every phase of the project, from aesthetic innovation to technical development.
In this course the student will have to develop a product design project working in all the phases: Research, Concept Generation, Product Development (+ storytelling).
The course is developed with a project-based approach. Given a brief, the student will be called upon to manage every single design phase, with the aim of generating an innovative solution - in every aspect - through the development of a product or system of products.

Form and Planning: Analysis and Representation
This subject provides students with practical and methodological skills for sketching, drawing and coloring to better express concepts and ideas in a rich visible manner. Sketching not only provides a way for students to display their thoughts visually, but it also helps in developing problem-solving skills. Sketching is also a great way of defining and developing a product when the final project is still not clear or well understood. Simple drawings can help present and discuss a project with a client, colleague or teacher. Overall, sketching is a skill that creates more capable product designers.
Basic Design
The course addresses the critical analysis of the action space of visual communication, phenomena related to the perception of shapes and spatial languages and balance in the graphics field. In preparation for global activity in the Visual Design field, the course addresses the psychological aspects of the theory of form, color and figuration (Gestalt) and also the more complex areas of graphic culture: relevancy, influences of light and color, from spatial forms of language to interdisciplinary experimentation. The course adopts both an analytical and a practical approach, addressing the design of 2D and 3D objects by defining them as basic compositions of formal elements. Objects are defined as arrangements of geometric bodies, combining them with different compositional strategies. Special attention is given to modularity and structural joints as well as to the volumetric and morphological definition. Colour and shape combination is addressed as part of the object design. Chromatic, tactile, olfactory and "sensory" values are also taken into consideration as key aspects of conceptual modeling for design.

Graphic Design
The course's aim is to provide first year's students with fundamentals of theories as well as technical and software skills needed for designing and producing graphic design artworks which are effective and professional forms of communication.
The course's structure is based on alternation between learning phases (dedicated to elements such as layout, grids, color, typography and image), discussion phases and application of this knowledge through exercises and experimentation with the main graphic design software tools, especially the Adobe Creative Suite. The final part of the course's schedule supports Product Design classes through one-to-one revisions, dedicated to the final presentation for the design of a product.

Computer Aided Design (CAD)
During the first semester the software AutoCAD 3D will be employed as a fundamental instrument for the representation of project forms. The course is to learn basic techniques of 3D modeling software, namely AutoCAD 3D, Fusion 360, and Rhinoceros. Students will learn to make and digital modeling of different kinds of products and to extrapolate technical drawings from a 3D model.

SECOND YEAR

Sociology and Anthropology of Design 1
The course aims to provide students with a general knowledge of the cognitive mechanisms that govern the relationship of users with digital devices, as a central experience of the contemporary anthropological scenario.
Particular attention is paid to the criticalities that emerge from this type of relationship and to the negative effects of a "toxic" relationship with digital devices, both on a cognitive and social level.

Materials Science and Technology
The course focuses on the presentation of selected design companies, grouped in materials and process clusters. Starting from the acquisition of the basic notions of research methods, a methodological introduction to give an extensive scaffold in support to the students, thus for acquiring the research knowledge and criteria, through research driven process applied to the field of product and furniture design.
During the course, students will analyze the contemporary scenario of furniture and product design, past and contemporary examples, that also represent the important aspects of the Italian Design culture, through different "themes" for each lesson. Students will build a critical approach to the methodology of academic research in relation to contemporary design.
Students are encouraged to develop in class and at home research, based on the handouts and notions presented during the lessons. Showroom visits and collection of photos and clues collected during the external visits, made in groups or in autonomy will be highly encouraged. The class will develop individual research skills, proving the outcomes of their focuses and discussing the different results in a collective debate. Purposes of this subject is to increase the awareness and invite the students to reflect about how design creativity has different origins and approaches, related with each material and production process.

Product Design 1
The subject includes two main parts. In the first part students will acquire the methodological tools to envision a new idea for a product or furniture element. In the second part they will learn how to study and approach a company to design something original for them. They will be challenged to develop design solutions to a specific theme identified after a first phase of study, analysis and critical research of the current global context.

CAD CAM Modelling
The course aims to provide students with advanced skills and methods of 3D CAD software and rendering software. Students will acquire the ability to use a varied set of tools comprising Fusion 360, Rhinoceros, and 3dsMAX for 3D modeling, and V-Ray and Key-Shot for rendering images.
All classes will comprise a software learning part, during which students will deepen their 3D and rendering skills, and a tutoring part, they will be guided and supported in preparing virtual models and rendering images for their projects.

Techniques of Design Communication
The course aims to deepen the applications of graphic design methods and tools covered in the year.
Software application is intensified, and the cultural knowledge of graphic design and its principles is strengthened. This is an advanced design course with an emphasis on brand identity development.
Topics include logo development, product packaging, marketing and advertising collateral as well as web branding. Special attention is given to the creation of the packaging and the whole presentation. Students will learn to combine typography, color theory and layout to form a cohesive brand identity and apply that identity.

Modelling
The course aims to provide students with practical and methodological skills for the use of laboratories as a working place where design concepts and product ideas undergo a structural and dimensional verification. In the first part, students will learn how to employ basic tools and materials for conceptual and physical modeling. In the second part, modeling lessons will support the projects that students will be working on with project tutors so as to proceed with a constant physical verification as part of the design process. Part of lessons will be dedicated to 3D printing as a means to build models to rapidly scrutinize ideas sensori-ally. In the last part, lessons will be dedicated to the development and fine-tuning of the models to be presented on the exam as an integral part of project documentation.

THIRD YEAR

Sociology and Anthropology of Design 2
Students will be provided with an understanding of the impact that products have on social life. They will discover, analyze, and study the links between sociology and design. Students will learn to forecast how their objects would affect everyday people's lives, investigating the answers to questions such as: Can we control and guide the outcomes? Why is it important? They will study issues such as global warming, gender-based violence, the floating plastic island within the ocean, and the "Hikikomori'' phenomenon. Besides, students will work in groups to present a concept solution for the chosen situation and learn an alternative approach to the traditional design process based on participatory design.

Product Design 2
The subject aims at providing students with actionable knowledge and operational methods to approach production processes and apply them to design. Students will compare a range of different processes to identify those which fit better the designer's intention and will be encouraged to take advantage of it also exploring unusual employment opportunities.
Students will develop a project of a product or a furniture element by factoring in technological feasibility, aesthetic strategy, and business requirements with reference to a chosen field or market segment.

Integrated Product Design
The course aims to provide students with an integrated approach to product and furniture design that combines strong technological content with a highly speculative tension. Students will use design to investigate new scenarios and conceive projects meant to have a deep impact on society and people's life. Students will be encouraged to explore unusual paths to tackle the main issues of the contemporary world including that of sustainability and that of the human relation with digital devices.

Prototyping
The subject aims at training students to approach a design project professionally. Students will be encouraged to consider several possible scenarios of development for their project. The choices depend on the context in which the project is being developed (type of client) and the manufacturing processes available. The process and production scale can affect an otherwise original and innovative idea and can change the final appearance, function, and overall cost of the final object as well as the market in which it will be placed. While the initial idea may be the same, it will follow a different outcome based upon the choices made during its development which in turn will decide its market placement, market, and customer.

Rendering
The course combines the most important skills for professional visual communication of a product and furniture design project.
In the first part of the course, students will learn advanced 3D modeling and image rendering techniques, enriched with effects created in post-production and image editing in order to best present the product.
In the second part of the course, students will be working on their projects along with acquiring advanced techniques of 3D modeling and rendering

Product Communication
The course aims to train the students with graphic design skills theoretically and practically by teaching basic tools in Adobe Photoshop, Illustrator and InDesign.
This course will also help the students to complete the visual presentation on their projects professionally. Students will acquire the basic knowledge and actionable skills to make the graphic design of their product presentation.

Management of Enterprise Performance
The course will focus on developing individual and team soft skills, such as networking, empathy, organization, communications, and conversation skills. Practice and learning by doing and exposure to case studies and guests will be the key to the course to help students be ready to enter the real-life work environment and possibly open and manage their own studio and business and activities.
Students will gain professional skills on how to contact people and build a professional network, how to manage their own studio, how to increase their brand awareness, how to communicate their own business and studio, and how to write a professional email. The field trips and guests' lectures will be announced and defined step by step during the Semester, according to their availability.

Final Project (Dissertation)
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
As part of the didactical experience provided to its students, the Undergraduate programmes include an internship period which is embedded in the Study Plan of each programme.
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 an 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 Product Design, the student will be able to:

Knowledge:
1. 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.
2. Understand different styles and semiotic design languages turning it into a selling point in the global market.

Skills:
1. Proficient in communicating ideas effectively, both verbally, in writing and through graphic means, utilizing manual techniques and digital tools.
2. Evaluate the evolution of the design panorama embracing a sociological, historical and anthropological perspective to understand the impact of key drivers of change such as sustainability, globalization and digital disruption.
3. Proficiency in using material science and manufacturing knowledge to produce functional and high-quality design prototypes.

Competencies:
1. Manipulate and create new product systems and solutions by applying the most appropriate design methods, efficiently for both community and industrial needs, with a view to users' new emerging needs.
2. Demonstrate competencies in using digital software and tools and select the most appropriate techniques for the creation of a design portfolio in order to communicate creative concepts professionally.
3. Develop autonomy in the organization and management of a design process.

MAP OF PROGRAMME LEARNING OUTCOMES AND COURSE LEARNING OUTCOMES (Matrix)

Programme LOC		K1	K2	S1	S2	S3	C1 (Sub-Strand 4)	C2 (Sub-Strand 5)	C3 (Sub-Strand 3)
Course Code	Subject	Knowledge		Skills			Competencies		
ISDC/01	Design Semiotics		P		P				
ISDR/02	Technical Drawing			P			P	P	
ISSC/01	History and Culture of Design	P	P	P	P				
ISDC/01	Graphic Design		P					P	
ISDR/01	Form & Planning: Analysis and Representation			F					

Code	Module								
ISDR/03	Computer Aided Design (CAD)			P				P	
ISME/01	Introduction to Design Methodology	P		P			P		P
ISME/02	Basic Design		P	P					
ISSE/02	Foreign Language	P		P					
AA Free	Study Activities	P		P					P
ISSU/01	Sociology and Anthropology of Design I	P			P				
ISST/02	Materials Science and Technology	P				P			
ISDE/01	Product Design I		P	P			P		
ISDE/04	CAD CAM Modelling			P			P		
ISDR/03	Techniques of Design Communication	P	P	P			P		
ISDR/03	Modelling			P			P		
AA Free	Study Activities	P		P					P
ISSU/01	Sociology and Anthropology of Design II	P	P		P				
ISDE/01	Product Design II	P		P	P	P			P
ISDE/04	Integrated Product Design		P		P				
ISDE/04	Prototyping		P			P	P		
ISDE/03	Rendering					P	P	P	P
ISDC/05	Product Communication			P					P
ISSE/02	Management of Enterprise Performance			P	P				P
INT	Internship	P	P	P		P	P	P	
DIS	Dissertation	P		P	P		P	P	P

MAP OF PROGRAM LEARNING OUTCOMES TO THE EMIRATES QUALIFICATION FRAMEWORK (QF Emirates)

Programme LOC	Knowledge	
QF Emirates	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. Understand different styles and semiotic design languages turning it into a selling point in the global market.
Specialized factual and theoretical knowledge and an understanding of the boundaries in a field of work or discipline, encompassing a broad and coherent body of knowledge and concepts, with substantive depth in the underlying principles and theoretical concepts	ISSC/01 History and Culture of Design ISSE/02 Foreign Language ISSU/01 Sociology and Anthropology of Design I ISST/02 Materials Science and Technology ISDR/03 Techniques of Design Communication ISSU/01 Sociology and Anthropology of Design II ISDE/01 Product Design II INT Internship DIS Dissertation	ISDC/01 Design Semiotics ISSC/01 History and Culture of Design ISDR/03 Techniques of Design Communication ISSU/01 Sociology and Anthropology of Design II ISDE/04 Integrated Product Design

A comprehensive understanding of critical analysis, research systems and methods and evaluative problem-solving techniques	ISME/01 Introduction to Design Methodology AA Free Study Activities	ISDC/01 Graphic Design ISME/02 Basic Design ISDE/01 Product Design I INT Internship	
Familiarity with sources of current and new research and knowledge with integration of concepts from outside fields	ISST/02 Materials Science and Technology	ISDE/04 Integrated Product Design ISDE/04 Prototyping	
Programme LOC	**Skills**		
QF Emirates	S1. Proficient in communicating ideas effectively, both verbally, in writing and through graphic means, utilizing manual techniques and digital tools.	S2. Evaluate the evolution of the design panorama embracing a sociological, historical and anthropological perspective to understand the impact of key drivers of change such as sustainability, globalization and digital disruption.	S3. Proficiency in using material science and manufacturing knowledge to produce functional and high-quality design prototypes.
Technical, creative and analytical skills appropriate to solving specialized problems using evidentiary and procedural based processes in predictable and new contexts that include devising and sustaining arguments associated with a field of work or discipline	ISDR/02 Technical Drawing ISDR/01 Form & Planning: Analysis and Representation ISDR/03 Computer Aided Design (CAD) ISME/02 Basic Design ISSE/02 Foreign Language ISDE/01 Product Design I ISDE/04 CAD CAM Modelling ISDR/03 Modelling ISSE/02 Management of Enterprise Performance	ISDC/01 Design Semiotics ISSC/01 History and Culture of Design ISSU/01 Sociology and Anthropology of Design I ISSU/01 Sociology and Anthropology of Design II ISDE/01 Product Design II ISDE/04 Integrated Product Design ISSE/02 Management of Enterprise Performance	ISST/02 Materials Science and Technology ISDE/01 Product Design II ISDE/04 Prototyping ISDE/03 Rendering
Evaluating, selecting and applying appropriate methods, procedures or techniques in processes of investigation towards identified solutions evaluating and implementing appropriate research tools and strategies associated with the field of work or discipline	ISME/01 Introduction to Design Methodology ISDE/01 Product Design II INT Internship DIS Dissertation	ISDE/01 Product Design II ISDE/04 Integrated Product Design	ISDE/01 Product Design II ISDE/04 Prototyping ISDE/03 Rendering INT Internship

Highly developed advanced communication and information technology skills to present, explain and/or critique complex and unpredictable matters	AA Free Study Activities ISDR/03 Techniques of Design Communication ISDC/05 Product Communication INT Internship DIS Dissertation	DIS Dissertation	INT Internship
Programme LOC	**Competencies**		
QF Emirates	C1. Manipulate and create new product systems and solutions by applying the most appropriate design methods, efficiently for both community and industrial needs, with a view to users' new emerging needs.	C2. Demonstrate competencies in using digital software and tools and select the most appropriate techniques for the creation of a design portfolio in order to communicate creative concepts professionally.	C3. Develop autonomy in the organization and management of a design process.
Can take responsibility for developing innovative and advanced approaches to evaluating and managing complex and unpredictable work procedures and processes, resources or learning	ISME/01 Introduction to Design Methodology ISDE/01 Product Design I ISDE/04 Prototyping ISDE/03 Rendering INT Internship DIS Dissertation	ISDR/02 Technical Drawing ISDC/01 Graphic Design ISDR/03 Computer Aided Design (CAD) ISDE/03 Rendering	ISME/01 Introduction to Design Methodology ISDE/01 Product Design II ISDE/03 Rendering ISDC/05 Product Communication DIS Dissertation
Can manage technical, supervisory or design processes in unpredictable, unfamiliar and varying contexts	ISDR/02 Technical Drawing	INT Internship DIS Dissertation	ISDE/01 Product Design II ISDC/05 Product DIS Dissertation
Can work creatively and/or effectively as an individual, in team leadership, managing contexts, across technical or professional activities	ISDE/01 Product Design I ISDE/04 CAD CAM Modelling ISDR/03 Techniques of Design Communication ISDR/03 Modelling	INT Internship	DIS Dissertation AA Free Study Activities
Can express an internalized, personal view, and accept responsibility to society at large and to socio-cultural norms and relationships	ISDE/01 Product Design I	INT Internship	ISSE/02 Management of Enterprise Performance AA Free Study Activities DIS Dissertation
Can function with full autonomy in technical and supervisory contexts and adopt para-professional roles with little guidance	ISDE/01 Product Design I ISDE/04 CAD CAM Modelling ISDR/03 Techniques of Design Communication ISDR/03 Modelling	INT Internship	ISSE/02 Management of Enterprise Performance AA Free Study Activities
Can self-evaluate and take responsibility for contributing to professional practice, and undertake regular professional development and/ or further learning	ISDE/04 Prototyping		ISSE/02 Management of Enterprise Performance

STUDY PLAN

Year 1

Subject Code	Subject	Credits CFA (ECTS)
ISDC/01	Design Semiotics	4
ISDR/02	Technical Drawing	4
ISSC/01	Design History and Culture	6
ISDC/03	Graphic Design	8
ISDR/01	Form and Planning: Analysis and Representation	8
ISDR/03	Computer Aided Design (CAD)	8
ISME/01	Design Methods	8
ISME/02	Basic Design	6
ISSE/02	Foreign Language	4
AA	Free study Activities	4

Year 2

Subject Code	Subject	Credits CFA (ECTS)
ISSU/01	Sociology and Anthropology of Design 1	5
ISST/02	Materials Science and Technology	8
ISDE/01	Product Design 1	12
ISDE/04	CAD CAM Modelling	12
ISDR/03	Techniques of Design Communication	10
ISDR/03	Modelling	8
AA	Free Study Activities	5

Year 3

Subject Code	Subject	Credits CFA (ECTS)
ISSU/01	Sociology and Antropology of Design	5
ISDE/01	Product Design 2	12
ISDE/04	Integrated Product Design	6
ISDE/04	Prototyping	4
ISDR/03	Rendering	8
ISDC/05	Product Communication	4
ISSE/02	Management of Enterprise Performance	4
INT	Internship	9
DIS	Dissertation	8

LEARNING AND ASSESSMENT STRATEGY

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 independent 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;

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.

Grades
The exams are graded by assigning them marks out of thirty. The minimum mark is 18; The Board can also decide to award an additional merit to students who obtain the maximum mark of 30/30 in the form of the mention "Cum Laude".
Full details on attendance and assessment are explained in the student handbook and in the Academic Regulation.

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.
Additionally, the Academic Board, by way of a specially appointed committee, will evaluate the contents and commitment in terms of time invested in the traineeship for the purposes of assigning credits. The above-mentioned committee will be responsible for assessing the results, having indicated the methods for doing so to the student before the traineeship commences.
When assessing the traineeship, the committee will be assisted by the teacher who has acted as the student's tutor during the traineeship or apprenticeship activities.

The traineeship activity is regulated by a specific convention that indicates duration of the traineeship, place where the activities are performed, any payment or reimbursement of expenses, insurance covers, the name of the tutor, indicated by the student and appointed by the Director based on the indications provided by the Academic Board, and the name of the company tutor. The learning activities performed by the students at other institutes in Italy, Europe, or other countries, which are fruit of activated agreements, will be recognised. The results achieved are evaluated either by the Exam Board, considering the correspondence of the learning activities performed, or by a specific committee appointed by the Academic Board.

STUDENT SUPPORT STRATEGY

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 and programme leaders 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 Programme Leader and subject Tutor, and through appointments with academic staff;
- end of Course Evaluation;
- 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.