



**istitutomarangoni**



**SHORT COURSES  
FASHION DESIGN**

Version 01



**Brief descriptive summary**

Over the past 80 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 short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

**1. Certification attained**

Istituto Marangoni Certificate

**Course information****2. Educational & Programme Aims****Education Aims:**

The educational aims are:

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

**3. Course Learning Outcomes**

On successful completion of the Fashion Design short course, students will be able to:

- engage with a variety of drawing techniques and processes for design and illustration;
- be introduced to the main principles of collection design and development;
- become familiar with the basic financial and commercial considerations of collection design;
- support creative ideas with appropriate technical information;
- create a contemporary collection referencing current trends and influences relevant to the target market.

**4. Teaching/Learning and Assessment Strategy****Curriculum:**

The course gives participants the opportunity to learn the basic fundamental elements of fashion design. The student learns how creative ideas are formulated and communicated to a target audience in addition to the importance of the financial and commercial considerations of the designer's role.

**Week 1:** participants are given an introduction to drawing and design techniques used in fashion design followed by an analysis of the founding principles of developing a fashion collection. This consists of the study of silhouette, colour palettes, the appropriate use of fabrics and the financial considerations of designing fashion.

**Week 2:** in the second week participants will begin creative research and use their personal inspiration to develop silhouettes and co-ordinate outfits in addition to using colour and fabric. They also focus on trends, where they come from and how they influence a contemporary collection.

**Week 3:** the final week is intended to draw all the elements together from the previous weeks culminating in designing an entire collection based on personal inspiration and supported by technical information. Participants will be assessed through the presentation of their work to their tutors and will receive critique and feedback on their progress through the course.

Participants have the opportunity to demonstrate their achievement of the intended learning outcomes through a variety of tests appropriate to their field of study.

**Assessment:****Formative Assessments:**

This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

**Summative Assessments:**

These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:

**Portfolio Assessment >** is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

**Practical and class-based projects >** allow students to apply their theoretical understanding of a specific subject area.

**Written Reports >** are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing.

**Presentations >** are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

**5. Course structures**

## Subjects

Fashion Drawing

Collection Design

Fabric, Colour and Trend Analysis

Technical Drawing

**6. Personal Development Planning****PDP/Individual Development Tutorial.**

The Director of Education and the Academic Service support the personal development of students. One-to-one appointments may be made by phone, through the receptionists or by email. Students can expect to be seen almost immediately to discuss any issues they may have.

**7. Tutor Responsibilities**

The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the school.

The Tutors' responsibilities include:

1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting students;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Student Support Officer to ensure appropriate study support is available to students;
5. recommendation of the appropriate level of resource required for the Unit;
6. maintaining the quality of educational standards.

**8. Student Support Strategy**

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience, in an pedagogic, practical and pastoral way:

- a. programme handbooks provide relevant information to students;
- b. the use of the Library, online resources (where available), and the centre facilities help students to reach the skills and knowledge expected on the course;
- c. Tutors and the Director of Education guide students to the most appropriate help.

**Student Support Officers**

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for students for pedagogical counselling.

For matters of pastoral care the Student Support Officers help in:

- finding their way around;
- managing their time;
- dealing with stress;
- exam tips;
- 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, through the receptionists or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

### **9. Student Feedback**

Student feedback is essential to 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 the following:

- informal contact with the Tutor, and through appointments with academic staff;
- end of course online questionnaires where students will be invited to reflect on their overall experience at the 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 recognises this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected.