



istitutomarangoni



**SHORT COURSES
FASHION DESIGN & UNDERWEAR
AND LINGERIE**

Version 01

Necklaces: CENCI VINTAGE underwear: WHAT KATIE DID coats: MODES & MORE

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 course, students will be able to:

- identify drawing approaches in order to represent effectively a creative idea;
- demonstrate the ability to undertake primary and secondary research, in the development of design ideas;
- select and use appropriately materials and colors, adapting them to the fashion trends of a specific market;
- demonstrate creative skills in the interpretation of a contemporary fashion style by applying it to a project that respects the technical-constructive requirements for an underwear product creation;
- develop a creative and coherent basic design collection, based on the concepts acquired.

4 Teaching/Learning and Assessment Strategy

Curriculum:

This core course provides participants with an essential introduction to the fundamentals of fashion design. Through practical and theoretical lessons, participants will be taught how to formulate convincing and creative ideas, and then translate them into an effective visual representation. Afterwards the students are introduced to the application of the key concepts in the fashion design process, in order to be able to create original ideas. For the correct communication of ideas, the student will deal with the main illustration and graphic techniques. The course also explores the role of the designer through a professional learning approach.

Going beyond the technical-constructive aspects of underwear clothing, this pathway course also takes a look at key creative factors and trend analyses.

When we think of a fashion collection we tend to think of garments that cover the body, for men or women alike. However, underwear and lingerie is another hugely important sector in the fashion industry. People want to be fashionable and 'feel good' under their clothes, and this desire pushes continuous sales for different products and styles in the sector. To come up with a successful underwear collection means combining sensuality and comfort, together with style that takes varying needs into account.

Week 1:

At the beginning of the course, the techniques of drawing are introduced as a tool to communicate a creative idea, analyzing the representation of the main materials through the relative shapes and renderings. Subsequently, students are given space to develop primary and secondary research. The focus on the analysis of the current trends and of the market values, leads to understand how they played a fundamental role in making creative choices; as well as how they can influence fashion by providing inspirations for a contemporary collection. Afterwards, is addressed an analysis of the key principles of a fashion collection progression, such as: study of fashion shapes, color palettes, research fabrics and materials, which all lead to the creation of different outfits.

Week 2:

Starting from the creative research undertaken during the first week, whose main purpose is to encourage the personal inspiration of students, participants are guided to design and develop basic ideas, and then to coordinate them into a design proposal, by applying an appropriate selection for the colour palette and for the use of the fabrics. The considerations regarding marketing and communication allow a more conscious and effective design process. The students apply the knowledge acquired during the lessons, becoming increasingly familiar with the creative and practical processes of a collection, which takes into account both the aesthetic and the market aspects.

Week 3:

Participants on this course are guided in the production of innovative ideas for underwear and lingerie design, with the aim of putting together a basic collection for a well-defined market. Working from a brief evaluation of trends the course also fosters inspiration for their own collections. Suitable fabric and colour selection are fundamental parts in the creative development process. All these creative aspects, together with technical and constructive elements analysed along the way, encourage the design of garments that respond to industry demands, and to a clientele that is always in search of new and original products.

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 Design

Graphic Design

Trends Analysis

Fabrics and Materials

Fashion Marketing and Communication

Underwear Product Analysis

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 short course;
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 a 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 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.