



istitutomarangoni



**CROSS-SCHOOL COURSES
FASHION & THE CITIES**

Version 02



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 develop the 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 and The Cities short course, students will be able to:

- appreciate and employ the unique cultural aspects of a specific city as a basis for research for fashion design, styling and business;
- produce creative and innovative projects according to the particular surroundings and demographics of the residence of study;
- appreciate, cultivate, and utilize an awareness of global fashion to innovate creativity;
- research, plan, and carry out a creative project in a new and unfamiliar environment.

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

This unique experience will give participants a truly international insight into the European approach to creativity and the business of fashion. The diverse cultural histories of the different fashion capitals give each city its own individual take on the global fashion industry. Diverse cultural and historical influences combined with new consumer trends and emerging markets gives each city its own individual slant on the global fashion industry while also producing key strengths; London on design concept and inspiration, Paris on business, Milano on styling, and an optional fourth week in Firenze on menswear, fashion and art, or alternatively in Miami USA, investigating the phenomena of street style, leisurewear and luxury. In each city, participants will have the opportunity to develop a creative project related to a subject speciality. During the course opportunities to visit internationally acclaimed fashion shows and exhibitions are offered, where possible.

Week 1 • The creative capsule collection**London**

London is a source of inspiration, experimentation and cutting-edge concepts where fashion design meets contemporary art. The diversity of style and the culture behind it is underlined by the unique approach to the fashion industry within the city. In London participants will be introduced to a design project, drawing on the inspiration that top designers find inspiring about this city. Based on fashion design development participants learn how to put together a mini collection of ideas, developing mood boards and trend analysis that will underpin their design concept. London thrives on all that is fresh and new, and participants are encouraged to find original approaches to design, question the rules and push the boundaries of style and taste.

Week 2 • New business venture**Paris**

Paris is the birthplace of fashion. Here participants look at marketing and acquire a real taste of the business through an inspiring project. Paris is in 'the business of elegance'. After carrying out research into the luxury of fashion and the contemporary and historical Parisian fashion industry, participants create a visual business plan to launch a new line for an existing label of their choice, guided by the provision of informative seminars on contemporary fashion marketing. With the history of couture still rooted in the heart of the French fashion industry, Paris combines a chic outlook with a winning formula for quality and design. The rules of fashion are created here, through an understanding and appreciation of elegance and tradition.

Week 3 • Styling & image**Milano**

Lifestyle is in the DNA of Italy and Milano, celebrated through its fashion culture, reflected in its own unique interpretation of styling and fashion communication publication. The wealth of the fashion business in the city supports one of the world's biggest industries. It is in this city that styling and fashion photography were born and where the world's most acclaimed fashion publicity and editorial campaigns are produced. Participants have the opportunity to choose a fashion season, an Italian brand and identify with styles and trends to build basic research that allows them to idealise their own photo-shoot. From a varied collection of garments, participants make a coherent choice of outfits and accessories in relation to their research, just as real stylists do before their next shoot.

Week 4 (optional extension) • Fashion vs art**Firenze**

Home to luxury brands such as Gucci, Ferragamo, Cavalli, and Emilio Pucci, and to generations of highly skilled artisans and craftsmen, Firenze is a hub of creativity, upholding the 'Made in Italy' brand renowned for style, menswear, quality and top-class manufacturing approaches. With an immense artistic and culture heritage, and longstanding in its fashion tradition, participants investigate the trend in the growing bond between fashion and art. By investigating cultural and historical influences on style, quality and craftsmanship participants rediscover 'Italianness'; analysing top accessories brands, and the changing tide in the International Menswear industry, with Florence and the Pitti Uomo Fashion Fair a key appointment in the fashion calendar. The whole course has a strong cultural perspective and an intense schedule of field trips to museums, galleries, exhibitions, and art institutions, enhancing participants understanding, and overall vision of fashion & art.

Week 4 (optional extension) • Leisure & Luxury, the 'Miamification' of fashion**Miami¹**

With Milano as the fashion capital of 'Made in Italy' style, and Paris prevailing in Haute Couture, the USA is the arcadia of streetwear and 'athleisure', two fast moving contemporary trends within the fashion panorama. Recent collaborations show how the distinct world's of leisure and luxury fashion are now in unison with each other; with street style reflected in luxury, and luxury inflecting leisurewear, streetwear and athleisure have become the 'new luxury'. Within this context, Miami's diversity and variety of styles, influences, tastes, languages, cultures and subcultures fully embrace this phenomenon. Through an experiential approach to learning, this course explores fast moving digital and social media driven study into key notions of contemporary fashion marketing and branding, 'Glocal' identities, co-branding, influencer marketing and customer psychographic research. Inspired by the concepts of flâneur and serendipity, psycho-geography guided walks around key areas of the city are organized to gather photographic, written, audio, and video inspiration from urban architecture, art, music and street fashion trend spotting. By the end of the week participants will have worked to create a final mood board for a 3-piece collection, and co-branding digital strategy proposal (Instagram); a self-reflective digital journal records the whole process.

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:

1) While Istituto Marangoni Miami (IMM) is an affiliate of Istituto Marangoni, it is solely responsible for the courses, workshops and seminars offered on its campus. IMM is committed to communicating in a timely and accurate manner; however, it is important for all Catalog users to understand that this publication is not intended to create any guarantees about current short courses and continuing education offering by IMM. Current and potential students should seek clarification and/or assistance from an IMM advisor or administrator regarding any question pertaining courses and policies. Please refer to the current IMM Catalog for more information.

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 structure

Subjects

Fashion Design

Fashion Styling

Research and Development

Fashion Business

Visits and seminars (optional Firenze)

Digital and Social Media (optional Miami)

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 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.

It would be desirable that students provide details of their identity when giving constructive feedback on the course and teaching methods. There might be occasions when that is not appropriate and Istituto Marangoni recognises such exceptions. In these instances, the programme teams and central support services will ensure that anonymity and confidentiality are respected.