



**COURSE: FASHION DESIGN I**  
**DIPARTIMENT: FASHION DESIGN**  
**ACADEMIC YEAR: 2018/2019**

Duration: Annual  
Prof.ssa: Silvia Casagrande

## 1. GENERAL CHARACTERS OF THE COURSE

During the course of Fashion Design I the focus will be on developing the student's ability to assimilate basic information. Part of the year will be devoted to practical tasks to improve technical skills, safety and speed. Next to the acquisition of skills to design the dress will be discussed issues related to the language of the dress.

## 2. PROGRAM

During the course of "Fashion Design I" the student will have to deal with the realization of one's first fashion book, thus verifying not only the assimilated technical knowledge, but also the communication skills of one's projects. The book will also be a moment of convergence of the academic disciplines learned during the entire academic year: from the mood board (basic computer science) and the fashion sketch (artistic anatomy), to the fabric table (textile design) to the development of the collection.

### a) Design of a dress

- **The sketch** ("theory and experimentation")

The course will consist of a series of general introductory lectures that will deal with the study of the proportional canon, human anatomy and graphic illustration techniques alongside the learning of the idea of the "fashion sketch" and the "technical sketch". A creative phase of style exercises will follow on the motivations and notions given in class with the aim of creating forms of clothing.

- **Colour and material** ("theory and experimentation")

The course will consist of a series of general introductory lectures on the study of colour, its perception, the anticipation of trends and the creation of colour palettes in parallel with the deepening of the study and analysis of materials: fabrics and their evocative potential. A creative phase of style exercises will follow on the incentives and notions given in class with the aim of creating decorative motifs for a dress. A creative phase of style exercises will follow on the motivations and notions given in class with the aim of creating forms of clothing

- **Shape** ("theory and experimentation")

The course will consist of a series of general introductory lectures that will deal with the analysis of the "dress" form, the sign and its perception and space. A creative phase of style exercises, mainly related to the shape of the dress, will follow on the motivations and notions given in class with the aim of designing a "dress".

**b)The Fashion Book** ("theory and experimentation")

During the first year the student will have to deal with the creation of one's first fashion books, thus verifying not only the assimilated technical knowledge, but also the communication skills of one's projects. The book will also be a moment of convergence of the academic disciplines learned during the entire academic year: from the mood board (basic computer science) and the fashion sketch (artistic anatomy), to the fabric table (textile design) to the development of the collection.



### 3. PURPOSE

The educational itinerary is aimed at training future fashion designers through the acquisition of technical skills, cultural preparation, the development of talent and the deepening of the means to transform the creative impulse into innovative and competitive fashion collections. The goal of the first academic year is to help the student to transfer their ideas, elaborated during the lesson, in fashion figures. Part of the year will be devoted to practical tasks to improve technical skills, safety and speed. Besides an in-depth study of the pictorial and graphic techniques, necessary to develop their own ideas, the student will be introduced to the creation of one's own book, also considering the issues related to fashion communication. In addition, some basic styling languages related to form and colour will be explored

### 4. METHOD 'OF EXAMINATION

Review of the work carried out during the academic year:

- a) "My dress" (first book)
- b) "Dress and form" (second book)
- c) "Inhabit the dress" (third book)
- d) Various exercises carried out during the teaching

### 5. BIBLIOGRAPHY

#### Obligatory:

- During the academic year will be delivered "Lecture notes" and suggested texts to study

#### Optional: (for Italian students)

- AA. VV., *Fashion Drawing. Figurini, Modelli, Tessuti*, Logos, Modena, 2012.
- AA. VV., *Il Disegno Di Moda. Modern Fashion Illustration*, Logos, Modena, 2009.
- Ausonia Palazzo Claudia, *Fashion Silhouette. Pose per la moda da vestire e colorare*, Ikon, 2016
- Ireland Patrick J., *Come disegnare la Moda. Trasferire su carta le proprie Creazioni*, Newton Compton, Roma, 2011.

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