



COURSE: FASHION DESIGN II
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 II the student, continuing with the deepening of the techniques, will begin to cultivate a personal style and to develop an innovative idea of fashion collection. After studying the basics of fashion design during the first year, now the student will begin to refine the stylistic characteristics of a stylist: ability to read the contemporaneity, sensitivity for the chromatic harmonies and the balance and the arrangement of the various elements and combinations.

2. PROGRAM

Fashion designers are key figures in fashion production and play a role of great importance in its commercial diffusion. Their job is to design clothes but this is only the apparent function of designers. Above all they must embody fashion as a spirit of current time. Without them clothes do not become "fashionable". They embody fashion and their designs translate it into a concrete reality.

a) Design a fashion line

- The aesthetic principles of the fashion designer ("theory and experimentation")

In this part of the course the aesthetic principles of fashion design will be analyzed: from rhythm to gradation, from irradiation to contrast, from harmony to sensation. Several images will be shown and commented and teaching materials will be provided to complete the students' preparation.

The course will consist of a series of introductory general lessons that will cover the study of the principles of fashion design. A creative phase of style exercises will follow the motivations and notions given in class with the aim of creating clothes.

- The dress and its time ("theory and experimentation")

In this part of the course the relationship between dress and time will be analyzed: from the analysis of market trends to the more complex ideation of the style of one's own time. Several images will be shown and commented and teaching materials will be provided to complete the students' preparation.

The course will consist of a series of general introductory lectures that will cover the analysis of collections of the most important and representative fashion design. A creative phase of style exercises will follow the motivations and notions given in class with the aim of creating clothes in dialogue with one's own time.

- Design a dress ("theory and experimentation")

Part of the year will be dedicated to the realization of a project, from the research of inspiration to the identification of a reference market (target) to the choice of materials and to the management of costs and times. Particular importance will be given to the refinement of the creative capacity and personal style, to the presentation of the project and to the critical evaluation of one's work

The course will consist of a series of general introductory lessons that will cover the project idea (from the various types of project to the aims and objectives of the project). A creative phase of realization of a project will follow from the research of the theme and the target, to the research of materials and mood.



- **Trend notebooks** ("theory and experimentation")

b) Laboratory: materials and their applications

"The place of the dress": the Fashion Show

The student will have the opportunity to realize the project idea gained during the lessons of "theory and experimentation" by lending one's work during the Fashion Show at the end of the year. The creation of the garment will be a moment of convergence of the disciplines addressed during the entire academic year: from the project (fashion design and digital image processing), to the choice of fabrics (textile design), the creation of the garment (modelling) and accessories (art design and design).

3. PURPOSE

During the second year the student will begin to refine the qualities of a stylist: ability to read the contemporaneity and sensitivity to the chromatic harmonies, the balance and the arrangement of the various elements and combinations. In addition to the theoretical preparation, which includes the analysis of the works of some designers, the study of the history of fashion and the continuous dialogue between fashion and art, the student will be provided with all the practical tools necessary for the design of a garment.

Part of the work done by the students will be presented to the public participating as guests at the year-end Fashion Show organized by third year students. The aim is to lead the students to a fair evaluation of their projects, and to manage with awareness the relationship between feasibility and expressiveness, between quality / costs / limits of the materials and the starting idea.

4. METHOD OF EXAMINATION

Review of the work carried out during the academic year:

- a) The aesthetic principles of the fashion designer (exercise)
- b) Dress and colour: harmony and disharmony (book)
- c) Dress and details: rhythm and repetition (book)
- d) Dress and time (I part): trends (exercise)
- e) Dress and time (II part): stylistic research (book)
- f) Dress for the fashion show (book)

5. BIBLIOGRAPHY

Obligatory:

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

Optional (for Italian students):

Kuky Drudi Elisabetta, *I dettagli nella Moda. Come disegnare colli, scollini, pieghe, plissé, ruche, volant, jabot, crochet*, Ikon 2, Roma, 2012

Eiseman Leatrice, Culter Elizabeth, *Pantone Fashion. Un secolo di colori nella Moda*, Rizzoli, Torino, 2014.

Demaria Maria Daniela, Goletti Angela Vittoria, Pace Cinzia, *Moda & Dintorni. Interazioni tra Arte, Costume, Tecnologia e Spettacolo. Interazioni tra Arte, Cultura, Tecnologia e Spettacolo* Hoepli, Milano, 2008.

Benelli Elisabetta, *Archetipi e citazioni nel Fashion Design*, Firenze University Press, Firenze, 2007

Il Docente



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Prof.ssa Silvia Casagrande