



COURSE: FASHION DESIGN III
DIPARTIMENT: FASHION DESIGN
ACADEMIC YEAR: 2018/2019

Duration: Annual
Prof.ssa: Silvia Casagrande

1. GENERAL CHARACTERS OF THE COURSE

During the third year the student will be stimulated to confront the professional world and the marketing of one's line. Part of the teaching will be focused on the management and implementation of a "Capsule collection": from the project to the realization, from the fashion show to the advertising campaign.

2. PROGRAM

a) Theory

Men's line

During the third year the "Men's line will" be examined

Dress and collection

Through the analysis of the latest fashion collections, the student will be led to a correct interpretation of contemporary trends. The purpose is to support the student in the design of a collection that takes into account the relevance with their own time (contemporaneity), the consistency of the garments (style) and the impact with the market (marketability). The purpose is to consider the dress beyond the ideation and imagine it in dialogue with a buyer.

Meeting with the fashion world

During the academic period, will be organized meetings with professionals from the fashion sector (from fashion designers to fashion journalists, from brand managers to cool hunters) in order to help the student to orientate oneself in a future career choice and to better understand the professions of the fashion field. The main objectives of the meetings are to lead the student to overcome the gap between the academic world and the professional world.

b) Practice

Creation of a collection

The aim of the course is to create a real mini-collection ready to be proposed on the market: from design to the creation of garments and accessories, from packaging to the creation of an advertising campaign and market strategies, from the setting of a commercial line to styling management.

Marketing of the collection

Analysis and development of a Story Book and Shooting for the advertising campaign. The course includes a close collaboration with the students of Photography (Fashion Photography course).

Fashion Show

The student will have the opportunity to realize the project idea gained during the lessons in the fashion show considered the real goal of the training path. The aim is to lead the student to a fair evaluation of one's projects, and to manage with awareness the relationship between feasibility and expressive needs, between quality / costs / limits of the materials and the starting idea. The fashion show will also be a moment of convergence of the disciplines addressed during the entire academic year: from the project (fashion design, art design), to the creation of garments (modelling, art design) and accessories (art design, design), from the management of the event (organization of



events), and realization of shooting, to the communication of the event (digital image processing). The course includes a close collaboration with the students of Scenography.

3. PURPOSE

The structure of the third year course will be aimed at the realization and organization of the fashion show, when it will be possible to show and verify all the information learned during the academic journey. The fashion show will also be an opportunity for comparison with the professional world and the possibility of visibility.

4. METHOD OF EXAMINATION

Review of the work carried out during the academic year:

- a) Men's line
- b) analysis and development of the commercial line
- c) analysis and development of a story book
- d) analysis and development of an advertising campaign
- e) design and creation of a capsule collection

5. BIBLIOGRAPHY

Obligatory:

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

Optional (for Italian students):

- Drudi Elisabetta, Paci Tiziana, *La figura maschile nel fashion design, Corso di grafica professionale per stilisti e fashion designer*, Ikon Edizioni, 2009
- Drudi Elisabetta, Paci Tiziana, *Figure drawing for men's fashion*, Pepin Press, 2011
- Vilaseca Estel, *Fashion Show. Come realizzare un evento di moda*, Logos, 2010

Il Docente
Prof.ssa Silvia Casagrande