

### ACCF FDCT 390 COLLECTION 3

<b>Program</b>	Three-year course in Fashion Design
<b>Course</b>	Collection 3
<b>Credits</b>	3
<b>Professor</b>	Daria Martelli

<b>Course Description</b>	<p>Collection 3 is a course that connects students with the creative work of a fashion designer. The aim of the course is to convey the importance of conducting quality research. Research is essential for analysing the market, anticipating a trend and identifying original inspirations.</p> <p>The course aims to provide students with the concepts that will help them develop a personal method through which to critically analyse fashion shows, market phenomena and trend forecasts based on criteria provided during the course.</p> <p>Students will acquire the necessary knowledge to conduct original research based on sources of inspiration and to interpret it according to their own personal style in the form of an original and unique collection.</p> <p>The course will provide students with the tools to meet the demands of the market/brand/customer in an original, professional way, a fundamental ability for inclusion in the industry.</p> <p>The course will provide students with the tools to convey their analyses, ideas and creations in a visual and personal language.</p>
<b>Learning Objectives and Outcomes</b>	<p>At the end of the course the student will have learned:</p> <ul style="list-style-type: none"> <li>● The importance of conducting detailed and professional market analysis and research</li> <li>● How to conduct an analysis of fashion shows, identifying the main inspiration, colours and textiles, silhouettes and target market</li> <li>● How to carry out market research to identify mass trends and emerging ones</li> <li>● To identify sources of inspiration and to personalize them in an original way</li> <li>● To combine personal ideas with brands/customer requests using professional language</li> <li>● To produce mood-boards, color palettes and sketches based on their own research and ideas</li> </ul> <p>At the end of the course the student will be able to:</p> <ul style="list-style-type: none"> <li>● Analyze fashion shows</li> <li>● Analyze markets and emerging trends</li> </ul>

	<ul style="list-style-type: none"> <li>● Conduct research both online and offline</li> <li>● Personalize any inspiration or research result in his/her own style</li> <li>● Combine his/her personal style with a brand/client's request or to meet the market's needs</li> <li>● Create professional and innovative mood-boards that explain his/her own personal ideas and collections</li> </ul>
<b>Minimum Essential Equipment</b>	Laptop/tablet equipped with Adobe Illustrator and Photoshop Notebook/sketchbook
<b>Student Assessment</b>	<p>The academic grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude may be awarded. The student's performance will be graded in thirtieths based on research, uniqueness and aesthetic quality.</p> <p>Assessed soft skills:</p> <ul style="list-style-type: none"> <li>● Use of inspiration from other artistic fields (cinema, music, art,literature,etc.)</li> <li>● Creation of mock-up, small prototypes, embroideries,drapes, dyes, etc.</li> <li>● Interdisciplinarity and ability to combine different contexts and disciplines in an original way.</li> </ul>
<b>Assignments</b>	Individual student projects will be evaluated in class. There will be a midterm review and a final review. The final review will consist of individual project presentations in class and evaluation of the digital version of the project.
<b>Bibliography, Webography, Filmography</b>	<ul style="list-style-type: none"> <li>- Documentary: "Alexander MacQueen-II genio della moda" 2018</li> <li>- The BOF PodCast "Inside Yohji Yamamoto's Fashion Philosophy" (<a href="https://www.youtube.com/watch?v=pSJsqYH-hK4">https://www.youtube.com/watch?v=pSJsqYH-hK4</a>)</li> <li>- Documentary: "Dries" 2017</li> <li>- Documentary:Yves Saint Laurent (<a href="https://www.youtube.com/watch?v=D94allvRtXI">https://www.youtube.com/watch?v=D94allvRtXI</a>)</li> <li>- Documentary: Coco Chanel (<a href="https://www.youtube.com/watch?v=BfeXOUz8fFg">https://www.youtube.com/watch?v=BfeXOUz8fFg</a>)</li> <li>- Documentary: Karl Lagrfield (<a href="https://www.youtube.com/watch?v=XPt1dAwHM_o">https://www.youtube.com/watch?v=XPt1dAwHM_o</a>)</li> </ul>

#### Weekly Program

<b>Week 1</b>	Presentation of the syllabus and Project 1
<b>Week 2</b>	Individual review in class of Project 1
<b>Week 3</b>	Individual review in class of Project 1

<b>Week 4</b>	Individual presentations of completed Project 1. Submission of the project (digital version)
<b>Week 5</b>	Presentation of Project 2 Visit textile archive
<b>Week 6</b>	Individual review in class of Project 2
<b>Week 7</b>	Individual review in class of Project 2
<b>Week 8</b>	Individual presentations of completed Project 1. Submission of the project (digital version)
<b>Week 9</b>	Presentation of Project 3
<b>Week 10</b>	Individual review in class of Project 3
<b>Week 11</b>	Individual review in class of Project 3
<b>Week 12</b>	Individual review in class of Project 3
<b>Week 13</b>	Individual presentations of completed Project 1. Submission of the project (digital version)