

ACCF FDIF 390: Intensive Fashion Design - Summer

Department:	Fashion Design								
Instructors:	Marco De'Micheli, Patrizia Zingaretti, Franca Lottini, Maria del Pilar Roca								
Prerequisites:	None								
Credits:	6								
Course Description:	<p>The components of this intensive summer course are Fashion Illustration (figure drawing and color theory) and Introduction to Collection. Students will be taught the technical and artistic skills with which to stimulate and develop their creative abilities in the creation of clothing illustrations. The collection component includes an introduction to the work of the fashion designer, focusing on the basic practical techniques of fashion design applied to men's and women's wear. The course will teach students the fundamental techniques used in the design of stylish, creative and coherent fashion collections. The course will focus on technical fashion design, fabric analysis and research and product presentation.</p> <p>Lessons will be held from Monday to Thursday for 4 hours a day for the duration of the six-week course.</p>								
Student Assessment:	<p>Students will be evaluated according to their results in class as follows:</p> <table> <tr> <td>Menswear project</td> <td>35%</td> </tr> <tr> <td>Women's wear project</td> <td>35%</td> </tr> <tr> <td>Color techniques</td> <td>15%</td> </tr> <tr> <td>Class participation</td> <td>15%</td> </tr> </table>	Menswear project	35%	Women's wear project	35%	Color techniques	15%	Class participation	15%
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Learning Outcomes:	<p>By the end of the course students will be able to:</p> <ul style="list-style-type: none"> • Correctly draw stylized technical sketches of the human figure (both male and female) in different positions (frontal, side, back, in movement) appropriate for illustrating fashion designs; • Develop a personalized, skillful and quick illustrative technique for the visual interpretation of colored illustrative fashion designs depicted on the human figure; • Design innovative fashion collections, complete with accessories, using appropriate color techniques; 								

	<ul style="list-style-type: none"> • Design professionally organized collections with technical flat drawings and fabric samples; • Apply technical and coloring skills to draw figures to visually represent their collections in an expressive way. 	
Course Outline:	Week	Topic
	Week 1	Introduction to the course and presentation of syllabus. Technical drawing exercises: introduction to the female body and proportions. Visit to the Ferragamo Museum.
	Week 2	Introduction to the fashion collection. The fashion market, high fashion, ready to wear, casual and sportswear, women's wear, men's wear, children's wear. The fashion customer: clientele targets, the luxury market, fashion market price ranges. Introduction to technical flat drawing, analysis of technical drawing. Visit to the Palazzo Pitti Costume Gallery.
	Week 3	Fabrics, natural and synthetic fibers, knitted and woven fabrics, jacquard, basic weaves, cotton and linen fabrics, wools. The male body, proportions, movements. Study of three different female body positions in bathing suit. Study of three different male body positions.
	Week 4	The use of story-boards, fabric selection, fashion drawings, prototypes and fittings agents' presentations and fashion shows in the design of the fashion collection. Study of female figures (3 positions) walking in a dress. Study of male figure (3 positions) walking in a suit. Visit to the Gucci Museum.
	Week 5	Preparation of the fashion collection, summer sportswear. Study of three different female figures wearing fur or a coat. Study of three different male body positions (front, back and side) in bathing suit Visit to the Capucci Museum.
	Week 6	Preparation of final portfolio.

Bibliography:	<p>Tatham, and Julien Seaman, <i>Fashion Design Drawing Course</i>. Il Castell, 2003.</p> <p>Jenkyn Jones, Sue, Carolyn Tatham and Julien Seaman, <i>Fashion Design Drawing Course</i>.</p> <p>Seong-Ming, Kim. <i>Fashion Illustration – Colouring Techniques</i>.</p> <p>Eisman, L. <i>Pantone: Guide to Communicating with Color</i>. Graphics Press, 2000.</p> <p>Jenkyn Jones, Sue, Carolyn Tatham and Julien Seaman, <i>Fashion Design</i>. Laurence King, 2005.</p> <p><i>Fashion Magazines:</i> Collezione Trends, Accessories, Donna, Uomo, Bambino Elle France Vogue UK, Vogue France</p>
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