istitutomarangoni

SHORT COURSES
THE ART OF FASHION
ILLUSTRATION   Version 01

Brief descriptive summary
Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

1. Certification attained
Istituto Marangoni Certificate

2. Educational & Programme Aims
This short course teaches fashion illustration techniques and is designed to develop contemporary fashion design knowledge, together with an individual vision.
Students acquire an analytical capacity to design, and are encouraged to develop a unique vision utilizing creative illustration skills. The ultimate goal is to communicate an individual and innovative portfolio that will fulfil the demands of the contemporary luxury market.
They will also acquire theoretical and technical knowledge, developing autonomy and confidence in their personal creative and professional abilities.

The educational aims are:
• to develop flexible approaches to programme delivery and student support, which reflect the needs and expectations of our learners;
• to provide a supportive and inclusive learning environment which will enable success for all learners;
• to encourage the development of students' intellectual abilities, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;
• to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
• to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

3. Course Learning Outcomes
On successful completion of the Art of Textile & Print short course, students will be able to:
• carry out in-depth research within a wider context of art and design related industries applicable to the fashion and design industry
• demonstrate the creative technical processes involved in communicating clearly and effectively design concepts and ideas while reinforcing a fashion brand identity
• critically evaluate and apply the theories and techniques used in developing new illustration skills in the fashion and design industry that utilize originality and self-direction
• carry out successfully a substantial piece of independent research
• interpret current fashion, art and design trends into unique personal vision

4. Teaching/Learning and Assessment Strategy
Students learn different techniques in fashion illustration, reflecting and communicating luxury brand DNA, or a contemporary trend and mood. Through the use of innovative media students they will work to create a basic portfolio with a great personal vision.
Students will acquire a very personal style and learn how to communicate effectively.
In the first week students will have an overview of what is fashion illustration today.
Week 1
Going back to the drawing board – this course starts with a 'return' to drawing skills; the trend in Fashion Illustration today. They will start with drawing basics techniques, from sketching (pencil) to experimenting with colouring using different tools. They will also be introduced to different styles of illustration and creative research methods.
Week 2
Participants move on to learn and apply the technical strengths of digital illustration technique, learning how to use it creatively to complement and enhance a forward-thinking and individual approach to produce contemporary fashion illustration. Students will gradually develop an individual approach, through research and trend analysis, while gaining new tools useful to shape their aesthetic and final fashion 'look' proposal.

Week 3
In the final week of the course students will choose a theme to build a small selection of illustrations. The theme may be based on technique of illustrating or the development of a small collection. In the final week students will identify a theme of inspiration, and represent it with a variety of illustrations. They will also learn how to organize their artwork into a portfolio, and how to effectively communicate and share their work.
Participants will be expected to include the creative and experimental approaches developed over the short course in the final body of work; a reflection of an exciting and contemporary approach to illustration that draws on the freedom of artistic endeavour, and the rigor of accurate garment representation.

5. Course structure

Subjects
Fashion Drawing
Research Methods
Trends and Style Analysis
Digital Design
Fashion Illustration
Research and Design
Digital Portfolio

6. Personal Development Planning
The Director of Education and the Academic Service support the personal development of students. One-to-one appointments may be made by phone, through the receptionists or by email. Students can expect to be seen almost immediately to discuss any issues they may have.

7. Tutor Responsibilities
The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the school.
The Tutors' responsibilities include:
1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting students;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Student Support Officer to ensure appropriate study support is available to students;
5. recommendation of the appropriate level of resource required for the Unit;
6. maintaining the quality of educational standards.

8. Student Support Strategy
Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience, in an pedagogic, practical and pastoral way:
a. programme handbooks provide relevant information to students;
b. the use of the Library, online resources (where available), and the centre facilities help students to reach the skills and knowledge expected on the course;
c. Tutors and the Director of Education guide students to the most appropriate help.

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for students for pedagogical counselling.
For matters of pastoral care the Student Support Officers help in:
- finding their way around;
- managing their time;
- dealing with stress;
- exam tips;
- getting the best from their course;
- understanding and applying the School's rules;
- anything else the officers can advise on.
One-to-one appointments may be made by phone, through the receptionists or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

9. Student Feedback

Student feedback is essential to programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies.

Istituto Marangoni gathers student opinion in a variety of ways, which may include the the following:

• informal contact with the Tutor, and through appointments with academic staff;

• end of course online questionnaires where students will be invited to reflect on their overall experience at the School.

Istituto Marangoni would prefer that on most occasions students be identified when giving constructive feedback on the course and teaching methods. There might be occasions when it is not appropriate and Istituto Marangoni recognises this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected.