

Domus Academy Master's Degree

Fashion Design

Program Structure

The Fashion Design Master's Degree at Domus Academy (DA) is organized into four main modules lasting eight weeks each that include courses and workshops, followed by an 8 week internship period and a final portfolio presentation.

CORE WORKSHOPS – Required

Fashion Collection Workshop

The workshop focuses on the application of a professional approach in the development of a fashion collection, through the definition of an innovative and complete work addressed to an international arena.

The objective of this workshop is to support the students in maturing high awareness in the choices made within the creative process. The workshop leads the students to develop a concrete and consistent collection, from the research to its realization, up to its visual communication.

Students will be challenged to achieve the correct balance between vision and feasibility through a problem solving approach, which will lead them to provide the appropriate solutions to the existing constraints with the final aim of developing a fully professional body of work.

Fashion Identity Workshop

The workshop allows the students to explore their own design identity, through the development of a fashion project. The objective is to define a personal language of expression and of aesthetics, able to be translated into an innovative and contemporary perspective.

In a Fashion context, where designers are asked to build worlds with a visionary approach, the fashion product plays a pivotal role. In this workshop students are invited to work on finding their own strategy to define the necessary synergy between their vision and the concreteness of their proposal, able to identify new needs and desires and to be positioned within an international scenario.

ELECTIVE WORKSHOP – Choose one

Structural Design Workshop

The world of fashion accessories is today one of the most relevant drivers within the whole Fashion Industry. Within this context, the workshop is intended to train students in the development of a professional approach to Industry. Shoe design has to respond to the real constrictions of an ergonomic object, but at the same time it has to provide innovation and experimentation in the product and in its image. The aim of the workshop is to explore new structural possibilities and materic investigations, accompanied by a consistent body of research able to generate a personal vision, which culminates into innovative products for a contemporary collection of shoes, conceived for the international market.

Body Extension Workshop

The workshop consists of an in-depth investigation in both the technical and design aspects within the world of bags and leather goods. The focus is on the relation between the object and the body, the accessory intended as a project on the border between fashion and design. During the project, students are asked to develop a personal approach to fashion accessories and to challenge their design thinking process in order to define new points of view in the world of "fashion objects". Major importance is given to research and to the development of appropriate and new materials to apply to innovative shapes and structures for the collection. This aspect specifically leads students to explore a more experimental dimension, yet without forgetting the feasibility of the work and the image of the product to be conceived within an international scenario.

Fashion Styling Workshop

The objective of the workshop is to open students' mind to different worlds picking up inspiration from movie to art passing through music and news in order to create a story for a fashion editorial/ advertisement campaign. But also to give them the necessary tools to plan a real fashion shooting from the selection of photographer, location, models, make-up artist and hair stylist.

The workshop focuses on the strategic figure of the Fashion Stylist, a fashion expert able to tell, sometimes using his/her own idiosyncratic vision, contemporary fashion trends leveraging the contents of the fashion products. The main topics investigated in the workshop are: Fashion photography, Trends in fashion, make-up, hair styling, Styling for shows, Styling for celebrities, Fashion magazines, Fashion web editorials, Styling for Look-Books, Styling for e-Commerce.

During the workshop students will have to produce a real fashion editorial for a paper or web magazine or a proposal for an advertisement campaign, creating appealing and dreamy images consistent with the brand or the magazines they will work for.

Free Choice Workshop

Students are given the chance to select among the active didactic offer in order to end their personal educational path with a strongly autonomous, professionalizing and profiling choice. The student may choose to repeat one of the workshops already developed, enroll in a new workshop coherent with his/her educational path or select a project among the ones offered by the institution as long as it is coherent with the amount of credits required.

COURSES

Fashion Culture

The course on Fashion Culture, offers the possibility to deeply understand and consider the Fashion phenomenon, through an articulated proposal of insights touching history, contemporary, psychological, anthropological and social aspects. The knowledge of the origins and of the development of the Fashion phenomenon, both Italian and international, combined with the ability to read the existing contaminations between art and fashion, give the students the possibility to develop a personal point of view on an increasingly complex field, strictly connected to the social dimension. Such complexity is analyzed and presented in order to provide the students with the necessary tools and critical thinking to bring new, personal and advanced ideas to the field.

Fashion & Luxury Marketing & Management

The course Fashion & Luxury Marketing & Management provides students with the basic marketing, business management tools and strategic frameworks necessary to correctly apprehend the Luxury & Fashion industry. Students will learn about the main existing business models and the fundamental aspects of running luxury & fashion companies from a marketing point of view. The course also addresses the topics of licensing, the different distribution strategies of Fashion 2.0 business basics. Finally, the course also explains the specificity of the Made-in-Italy model, always from a point of view of branding and management. In-class exercises and the presentation of various company case histories are completing the overview provided during the lectures.

Course 3D Tools

Fashion as a whole has to take into deep consideration the evolution of technologies: no matter if applied to garments, accessories, jewels or store models 3D modeling machines are rapidly growing in the industry. The revolution brought in by 3D printing applied to fashion is still in the process of being defined in the potentials it offers, but it is without question an extremely relevant phenomenon of the Contemporary. The laboratory is intended to provide the students with the tools necessary to approach this world as designers, in order to be able to put into practice the knowledge of 3D softwares.

Research & Design Methods And Tools

The course Research & Design Methods and Tools elaborates the relation between design and research, by experimentally applying a wide range of methods and techniques, each addressing and enabling a specific phase of the design process, including among the others techniques for:

- exploration, analysis and understanding of the context
- problem setting and solving
- user involvement and participation
- inspirational benchmarking
- ideation and concept generation
- validation and proof of concept

The course proposes the adoption of a co-creational versus a linear approach to the design process that transforms the process itself into a challenge, whose success depends on the ability of the people involved to collaborate and understand the reciprocal cross-disciplinary boundaries.

Business For Design

The course Business for Design offers to students the possibility to understand and put into practice in a real life business scenario the core aspects that determine the economic performance of a company and/or a brand, but also of a studio or consultancy.

In particular the course investigates and elaborates, through the usage of specific analytical and design tools and by applying them to real case-studies, a wide range of “business relevant” aspects, such as:

- the competitiveness of a brand in the market
- the short and long term profitability
- the sustainable business proposition and business model
- the intellectual propriety and copyright/creative common trends and regulations

Lectures, case-studies and focused exercises to get an insight, explore and experiment firsthand the core aspects of business applied to the design field.

Personal Branding

The purpose of the Personal Branding course is to develop the appropriate competencies and skills for the identification, creation, and management of the student’s professional identity at different levels that include:

- The ability to present and sustain an argument in front of an audience
- The preparation, organization and production of a personal portfolio of projects
- The ability to prepare and handle a job interview
- The leverage of social media tools for managing his/her own digital presence on the different communication channels

Theoretical classes are alternated with targeted exercises where students can develop and experiment a customized strategy aimed at building step by step a consistent personal identity, aligned with their career development plan.

INTERNSHIP

The internship is the final step of a process in which students thanks to a one-to-one tutorship, receive a deep and balanced evaluation of their skills and aspirations, in order to build a career, which fits their aims.

There are two kinds of internship:

- the first is a working experience in a company active in the disciplinary field;
- the second is an “in campus” internship that is shaped as an intensive workshop in collaboration with a company. This “in campus” internship develops an integrated project strictly related to a practical need (i.e. the resolution of a design problem, or the creation of a brainstorming platform for a new project).

In both cases during this crucial phase students are mentored on a step-by-step basis, and acquire the fundamental experience of dealing with the real world, with real business and with the people working in the field.