

FUA Career Program: Accessory Design and Technology

Program Structure

Level I – Fall

Mission

The aim of the beginning level is to provide students with a basic comprehension of accessory design, with reference to Italian style and culture. Students will be moreover introduced to basic construction techniques, drawing and rendering techniques, they will be taught to be aware of the concept of fashion and to test their abilities in this field.

Core Courses

FT AD FW 315: Footwear Design and Construction I

In this course students are introduced to the advanced level of design and production of footwear. This is a fashion design area in which Italy is a market leader and students will analyze the latest styles, leathers, and components in terms of functionality and design. They will continue to develop pattern-making skills by designing and making prototypes of footwear and related accessories.

FT AD HC 330: Handbag Construction Techniques I

In this course students learn the basic skills in the design and the production of handbags. The use of pattern-making machines and equipment will be learned, together with the construction techniques as well as the analysis of various styles in handbag design. In addition students will translate their own projects into finished products.

FT AD SR 210: Sketching and Rendering Accessories

The fundamental aspects of accessory design allow students to learn the drawing and rendering techniques which represent materials and textures for handbags, belts, gloves, shoes and hats. Starting from sketches and basic technical drawing techniques students develop skills to enable them to use several drawings methodologies.

FT FC SF 365: Fashion Retail Management Experiential Learning

The success of a small fashion retail store implies many skills. The professional in this field has to pay close attention to the types of products offered for sale, how to best present those products to consumers, and determining what is a reasonable retail price for each unit sold. While retailers have traditionally engaged in the task of retail merchandising in a physical location, the Internet has now made it possible to apply these same basic principles in a virtual setting. In order to be successful in retail management, it is necessary to provide consumers with specific key benefits. Firstly, the products must be of high quality; this helps to turn consumers into returning customers. Along with quality, the retailer must also sell products at prices considered reasonable by the consumer. By providing quality products at affordable prices, the retailer has an improved chance of standing out from the competition and of lengthening the lifetime of the business. In this course, students understand the procedures involved in managing a fashion retail enterprise and become aware of the decision-making inherent in successful merchandising for smaller scale stores. Knowledge will be acquired through the practice gained by running a real enterprise at a laboratory in which students and professionals exchange their knowledge and propose successful solutions to be applied. Course includes site visits to famous luxury brands as Ferragamo, Gucci, and Cavalli (companies may change according to availability), and two special guest lectures from local prominent emerging designers. This course includes 150 hours of Experiential Learning with our Community Engagement Member Institutions (CEMI). CEMI are dynamic learning environments created to foster learning through a structured interaction with the community.

DI PH PS 220: Introduction to Photoshop

Adobe Photoshop is the leading software for photographers, graphic designers, and bookmakers. Photoshop is powerful software that requires a dedicated focus in learning how best to use the program to its full potential. This course, with the guidance of experienced teachers, will introduce the student to the creative and professional issues of Photoshop. The course is designed for students who have had experience in photography, graphic design, architecture, illustration or bookmaking.

Optional Course

Italian Language is offered as an optional program component offered when regular core courses are not in session. Italian language is offered during the January or September intersessions.

Level II – Spring

Mission

The aim of the Intermediate level is to deepen student's knowledge in accessory design with special reference to the construction techniques. Students study footwear and handbag design and will receive detailed information on the cad techniques for pattern making. Continuing students work on special projects and develop their skills in specific accessory design topics.

Core Courses

FT AD LB 360: Line Building for Accessories Experiential Learning

This course introduces the principles of line building, focusing on a specific season and concept students design their own collection of accessories. Attention is placed on the construction and on the execution methods of each project.

FT AD FW 380: Footwear Design and Construction II

In this course students are introduced to the advanced level of design and production of footwear. This is a fashion design area in which Italy is a market leader and students will analyze the latest styles, leathers, and components in terms of functionality and design. They will continue to develop pattern-making skills by designing and making prototypes of footwear and related accessories.

FT AD HC 390: Handbag Construction Techniques II

In this course students learn the basic skills in the design and the production of handbags. The use of pattern-making machines and equipment will be learned, together with the construction techniques as well as the analysis of various styles in handbag design. In addition students will translate their own projects into finished products.

FT FD AP 310: Cad for Fashion: Advanced Pattern-making

In this course students learn the use of pattern design software. Using the CAD system students will recreate the pattern design techniques by transferring ideas to the computer, digitizing and modifying designs. Students develop pattern-making skills using software tools designed for advanced pattern design techniques, increase pattern design capabilities and learn how to combine computer automation with design tools for advanced pattern development.

FT FC FF 280: Faces, Facts and Places in Italian Fashion

This course affords students the possibility to go behind the scenes in exploring the art and business of Italian fashion design. Lectures by industry professionals will be complemented by "backstage" visits to design studios and possible attendance at seasonal fashion shows.

Level III – Fall

Mission

The aim of this level is to deepen student's accessory design skills, their knowledge and evolution through the study of the most important manufacturing techniques and more challenging and creative methods. Seminars will introduce to the advanced construction techniques and teach how to manage the straw and different type of other materials.

Core Courses

FT AD LD 370: Line Development for Accessories I

This course focuses on the process of taking design from concept to reality, with an emphasis on production, pricing and distribution. It will provide the basics of supply chain management and provide a framework for understanding how it can be adapted to best support an individual design concept. Students will learn about: materials, color, pattern choices, sourcing, surface design options. The construction process, including prototypes, samples, systems for ensuring quality and fit. Developing and implementing timelines for product development and production Costs and pricing decisions, financial planning and available resources.

FT AD AC 370: Accessories Collection Design and Production I Experiential Learning

This is an advanced course in which students learn how to create and develop accessory collections (casual and classic womenswear or menswear) in different market areas by using appropriate sketching and rendering techniques. Collections will be structured and organized in a professional way: from the customer research and the forecast of trends to the creation of mood boards and the selection of materials and colors. Visits to museums and fashion design studios will stimulate the student's creativity.

FT AD AS 355: Accessory Studio I

Students are introduced to the concept of three-dimensional sketching and how it relates to accessories design. Concentrating on design detail, they learn to sketch the basic shapes in footwear, handbags, personal leather goods, and belts. This capstone course provides students with the opportunity to select a design project in a specific accessories category. Mastery of research techniques, design construction, and oral presentation are fundamental to successful completion of this course.

FT AD LT 340: Leather Technology

This course offers the opportunity to study several ornamentation techniques: trapunto, welting, pleating, inlay, weaving. Students learn the different methods of application on leather apparel and on accessories such as handbags, belts and acquire basic pattern-making skills related to leather garments.

Teaching Assistantship

Level IV – Spring

Mission

The aim of the fourth level is to develop student's ability and acquaintance. An overview of worldwide fashion and accessory will be provided, in order to allow students to compare different approaches and to develop their own style.

Core Courses

FT AD LD 400: Line Development for Accessories II

This course focuses on the process of taking design from concept to reality, with an emphasis on production, pricing and distribution. It will provide the basics of supply chain management and provide a framework for understanding how it can be adapted to best support an individual design concept. Students will learn about: materials, color, pattern choices, sourcing, surface design options. The construction process, including prototypes, samples, systems for ensuring quality and fit. Developing and implementing timelines for product development and production costs and pricing decisions, financial planning and available resources.

FT AD AC 410: Accessories Collection Design and Production II Experiential Learning

This is an advanced course in which students learn how to create and develop accessory collections (casual and classic womenswear or menswear) in different market areas by using appropriate sketching and rendering techniques. Collections will be structured and organized in a professional way: from the customer research and the forecast of trends to the creation of mood boards and the selection of materials and colors. Visits to museums and fashion design studios will stimulate the student's creativity.

FT AD AS 365: Accessories Studio II

Students are introduced to the concept of three-dimensional sketching and how it relates to accessories design. Concentrating on design detail, they learn to sketch the basic shapes in footwear, handbags, personal leather goods, and belts. This capstone course provides students with the opportunity to select a design project in a specific accessories category. Mastery of research techniques, design construction, and oral presentation are fundamental to successful completion of this course.

PS PD PO 400: Portfolio Development IV

This course gives students the opportunity to develop a personal portfolio of creative work. Working with professional design critics, students learn the fundamentals of assembling a portfolio for employment in the industry. Using Adobe Photoshop and Adobe Illustrator, they practice advanced rendering, theme pages, and print work. Areas of specialization are showcased.

Special Project in Accessory Design