

FUA Career Program: Fashion Design and Technology

Program Structure

Level I – Fall

Mission

The aim of the beginning level is to provide students with a basic comprehension of fashion 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

Fashion Design Studio I

This course is an introduction to creative design development and fashion design skills. Topics include: design processes of trend research, storyboard compiling, color story, fabric selection, draping design concepts, design innovation and the 2-D to 3-D development of creative ideas. There will be assigned projects in all of these areas. Students will also be introduced to the basics of fashion illustration. Students prepare for their fourth-semester design collections by exploring the roles of research, design development, and editing in the fashion design process. Emphasis is placed on the knowledge of key fashion categories, markets, and price points.

Pattern Making

This course introduces students to the drafting and execution of fundamental flat pattern principles. The course will focus on the development of a variety of slopers, collars, sleeves and bodice styling. The course emphasis is on the student's production of an original design from concept to completion (patterns are proven in cotton).

Sewing and Construction Techniques I

This hands-on course will take students from the rudimentary skills and techniques necessary both in terms of mechanized and hand techniques to allow for the creation of simple cotton garments. In the second level the focus will shift to complex design strategies and construction, which are most frequently employed as industry standards.

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 retail price for each unit sold.

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.

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. The Photoshop Laboratory is equipped with the most up-to-date computers and peripherals.

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 fashion design with special reference to the construction techniques. Students study apparel 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

Fashion Design Studio II Experiential Learning

This course focuses on the study of the fashion industry with emphasis on design and construction. Students develop their design collections by exploring and analyzing the roles of research, design development, and editing in the fashion design process focusing on economic, and cultural contents. Concepts are applied with hands-on learning experiences as students study, textiles, fashion design, apparel construction, consumer behavior, products, and materials of the fashion industry. In addition to regular lecture hours, students will be involved in learning by doing through real projects and integration with the local population and territory in order to remove cultural and learning barriers as well as to develop a strong likelihood for success in life. The Experiential Learning hours are fully supervised by instructors who track students step by step during their learning experience, monitor and advise according to student needs, and support student initiative. This unique learning model allows students to benefit from an all-encompassing educational experience based on theory and practice in real enterprises, learning of comprehensive operational processes, problem solving, leadership, and management.

CAD for Fashion: Advanced

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.

Sewing and Construction Techniques II

This hands-on course will take students from the rudimentary skills and techniques necessary both in terms of mechanized and hand techniques to allow for the creation of simple cotton garments. In the second level the focus will shift to complex design strategies and construction, which are most frequently employed as industry standards.

Apparel Design

This course offers a solid foundation in the fundamentals of basic construction, draping techniques, alterations and fitting techniques for apparel. The emphasis of the course is on the importance of proper fit and craftsmanship. Students develop and construct design concepts in muslin and soft fabric on the dress form.

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 fashion design skills, their knowledge and evolution through the study of the most important contemporary stylists and designers. The study of manufacturing techniques will be continued, and more challenging and creative sewing techniques are practiced. Students are introduced to the haute couture methods and learn how to manage the leather and different type of other materials.

Core Courses

Line Development for Fashion 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 and 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.

Fashion Collection Design and Production I Experiential Learning

In this advanced course students learn how to create and develop fashion collections (casual and classic women wear 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 fabrics and colors. Visits to museums and fashion design studios will stimulate the student's creative process.

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 shoes, and acquire basic pattern-making skills related to leather garments.

Haute Couture Sewing Techniques

This course explore the world of the Haute Couture, students learn the finest sewing techniques practiced in couture ateliers: cutting, hand stitching, seam and hem finished, pocket construction, pressing and finishing are practiced.

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 will be provided, in order to allow students to compare different approaches and to develop their own style. The goal of this semester is to achieve and complete the Portfolio as the basis for demonstrating the ability of entering in a work environment.

Core Courses

Line Development for Fashion 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. Lessons will be complemented by guest presentations by local designers and other influential industry professionals. Students will create a supply chain plan to support successfully bringing their own design concepts to market.

Fashion Collection Design and Production II Experimental Learning

In this advanced course students learn how to create and develop fashion collections (casual and classic womenwear 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 fabrics and colors. Visits to museums and fashion design studios will stimulate the student's creative process.

Decoration and Embellishment Techniques in Haute Couture

This advanced course allows students to put in to use their knowledge and skills regarding the design and use of embellishments. The techniques of quilting, pleating and trapunto as well as application of beads, gems, pearls, rocailles and sequins will be instrumental in the final creation of an original piece.

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 Fashion Design