

# FASHION DESIGN, MERCHANDISING, AND MEDIA 2019/2020 COURSE DESCRIPTIONS

(COURSES SUBJECT TO CHANGE)

## FALL SEMESTER:

### **FTADSR210 - Sketching and Rendering Accessories and HACCP Seminar, 3 Credits.**

**Description:** The fundamental aspects of accessory design allow students to learn drawing and rendering techniques, which illustrate materials and textures for handbags, belts, gloves, shoes, and hats. Starting from sketches and basic technical drawing techniques, students develop skills that enable them to apply diverse drawing methodologies.

### **FTFCSF365 - Fashion Retail Management Experiential Learning, 6 Credits.**

**Description:** This course addresses the procedures involved in managing a fashion retail enterprise and the decision-making inherent in successful merchandising for smaller-scale stores. Knowledge will be acquired through lab practice gained by running a real enterprise in which students and professionals exchange their knowledge and propose successful solutions to be applied. Coursework includes site visits to well-known Italian luxury brands in Florence such as Ferragamo, Gucci, and Cavalli (companies may change according to availability), and special guest lectures from local prominent emerging designers. This course includes experiential learning hours with our Community Engagement Member Institutions (CEMI). CEMI are dynamic learning environments created to foster learning through a structured interaction with the community. 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.

### **FTDFD230 - Fashion Design Studio I, 3 Credits.**

**Description:** This course is an introduction to creative design development and fashion design, offering students an overview

of the contemporary visual culture and language related to fashion. Topics include design processes, rendering techniques, research, storyboard creation, color, fabric selection, design innovation, and the 2D to 3D development of creative ideas. Students will gain practice in these areas through projects while being introduced to fashion illustration. Students prepare for future apparel design projects by researching the design development process, textiles, materials, and industry practices. This class includes experiential learning with CEMI.

### **FTFDSC3125 - Sewing and Construction Techniques I, 3 Credits.**

**Description:** This hands-on course will develop the fundamental skills and techniques of sewing and garment construction. Course topics feature the approach to mechanized and manually-processed techniques involved in the creation of simple cotton garments. An understanding of the use of basic patterns, cutting techniques, seams and finishings will allow students to approach simple prototyping projects. This class includes experiential learning with CEMI.

### **FTFCPF280 - Faces, Facts, and Places in Italian Fashion, 3 Credits.**

**Description:** This course addresses significant moments in the timeline of Italian fashion from its historic origins to the present day. While exploring the art and business of Italian fashion design, students will encounter influential individuals, style and industry-changing happenings, and the places that hosted them. Designers and creative figures, industry players and companies, hallmark fashion shows, and significant Italian locations are amongst the case studies covered. Field visits and guest lectures are an essential component of this course.

## SPRING SEMESTER:

### **Course Descriptions Coming Soon!**

- Introduction to Accessory Design: Shoes, Bags, and Belts Experiential Learning (Session I)
- Flat and Digital Patternmaking (Session I)
- Visual Merchandise and Display (Session II)
- Fashion, Media, and Culture (Session III)
- Introduction to Fashion Marketing (Session IV)