



FLORENCE UNIVERSITY OF THE ARTS

Via Magliabechi, 1 50122 Florence Italy
ph.: +39 055 244 664 - fax: +39 055 2264469

info@fua.it
www.fua.it

COLLEGE OF FINE AND VISUAL ARTS

INTRODUCTION TO FASHION DESIGN

FA FD FD 230

Contact hours: 45

Summer 1 2008

Credit hours: 3

Day and Time: **Monday to Thursday 12:00– 2:30 pm**

Aula: Media Lab 2 and 3 – Via Magliabechi, 1

Professor: Marco De Micheli

Teacher availability: contact at: marcodemicheli@yahoo.it

Available to see students individually after class by appointment

1- DESCRIPTION

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.

2- OBJECTIVE

At the end of the course the student will be able to organize and execute design ideas and create a collection of their own.

3- REQUIREMENTS

This is an introductory level course without pre-requisite, although an artistic background is helpful.

4- METHOD

Method used will be experimental, through theoretical lectures, computer work, practical demonstrations, slide shows, shooting sessions, collective critiques, magazine and books readings.

5- ATTENDANCE - PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to FUA's academic policies. This is reflected in the attendance policy. Class attendance is mandatory and counts towards the final grade.

Absence Policy

- Each absence from class will negatively impact your final grade. (Attendance and Participation).
- After the third (3rd) absence the instructor may lower the final grade by one letter grade at the end of the term. (Example: 90/A- = B-).
- After the fourth (4th) absence the student may receive an Automatic Failure. (WF).

Late Arrival and Early Departure

Students should consult their course syllabi for their instructor's policy on late arrival or early departure from class. Failure to comply with established policy may result in an **unexcused absence**.

Excused Absence

Students may request a one-time "Personal Day" to be excused from class for a medical or personal emergency one time during the semester / session.

The request must be made within 24 hours of the absence. Students must follow the instructions and regulations set forth in the FUA Academic Handbook. All questions regarding the "Personal Day" are



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Travel is NEVER an excuse for absence from class.

It is always the student's responsibility to know how many absences they have in a course.

6- EVALUATION - GRADING SYSTEM

Attendance: 10%
Participation: 10%
Improvement: 15%
Assignments: 25%
Final Exam: 40%

FUA GRADING SCALE

100-93=A	92-90=A-	89-87=B+	86-83=B	82-80=B-
79-77=C+	76-73=C	72-70=C-	69-60=D	59-0=F

W= Withdrawal

7- EXAMS PAPERS ASSIGNMENTS

The course contains a final exam. Students also receive grades through the various assignments and long assigned projects that are given throughout the course.

Final Exam: it counts for **40%** of the final course grade. The Final Exam will consist in the presentation of a creative project that the student will have worked on for several weeks, both during class time and on their own.

- It will take place on **Thursday, June 26**

Students that will not attend the exam day will receive an "F" as relative grade for the exam.

For no reason the date and time of the scheduled exam can be changed.

8-TEXT BOOK – FURTHER READINGS

Suggested readings: Figure Drawing for Fashion Design (see details at point 9). Handouts will be given regularly in class.

The FUA library contains books and magazines that may be used for research and inspiration.

9- ADDITIONAL FEES AND OTHER COURSE COSTS

In addition to the textbooks, students will be responsible to pay for all **museum/site visit entries** and **reservation costs** as well as any **materials or supplies** necessary for the successful completion of the course. For this course for the use of the photocopy machine and the computer equipment.

Photo quality inkjet paper and a cd for data back up are to be purchased by the students.

In addition students may be required to leave a **deposit** for equipment that will be loaned to them during the semester. The deposit will be returned at the end of the course, provided the equipment has been returned in the same condition it was loaned.

Students will be informed on the first day of class of the exact amount for the above..

10- VISITS-TRIPS

There aren't field trips and visit scheduled for this course.

11- MATERIAL LIST

Each student must provide the following materials for personal use, available at art and office supplies stores, such as:

- Lory, Piazza Frescobaldi
- Manzani, Piazza San Felice, 2/r
- Manzani, Via de' Cerchi, 30/r
- Otletani, Via delle Scale, 14/r



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- Salvini, via degli Alfani 27

Materials:

Very light, smooth A4 paper (" SCHIZZA E STRAPPA" or similar)
HB, 3B pencil
Pencil sharpener
Eraser
Ruler, max 30cm long
01, 03, 05 markers
5/6 Pantone Markers (later during the course)

*The final cost of the supplies is depending on the amount of colours and quality of the supplies, however the minimum cost is approx. **70 Euro**.*

12- LESSONS

FIRST WEEK

1. June, Tuesday 3:

Introduction to the course.

The world of fashion: different markets (prêt-à-porter, haute couture, etc.), styles, trends, designers.

Description of the work of a fashion designer

The making of a fashion collection different steps (trend research, fabric fairs, moodboards or color storyboards, fabric selection, fashion drawings, prototypes fitting, final agents' presentation and fashion show)

2. June, Wednesday 4:

What is a fashion drawing (the visual and technical flat drawing)

Studying the fashion figure and it's proportion and Illustrating different poses.

3. June, Thursday 5:

Studying the fashion figure and it's proportion and Illustrating different poses.

Illustrating different poses taken from fashion magazines.

Assignment: drawing exercises

SECOND WEEK

4. June, Monday 9:

The face

Sketching skirts and pants copying real garments, creating outfits on different poses and coloring with Pantone markers.

5. June, Tuesday 10:

Drawing exercises on faces.

Sketching dresses: copying real garments, creating outfits on different poses and coloring with Pantone markers.

6. June, Wednesday 11:

Illustrating different poses taken from fashion magazines and coloring with pantone markers

Sketching shirts: copying real garments.

7. June, Thursday 12:

Sketching jackets: copying real garments.

Illustrating different poses taken from fashion magazines and coloring with Photoshop



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Hands and shoes

The collection structure, the different color groups, the color card.

Assignment: Final term exam project: searching the collection inspiration theme and first storyboards images; drawing exercises.

THIRD WEEK

8. June, Monday 16:

First lesson on Textile

The correct display of the fabric moodboard and color card

Class exercises on fabrics and drawings

9. June, Tuesday 17:

Second lesson on textile

Sketching different outfits for the final term and coloring with Pantone Markers

10. June, Wednesday 18:

Third lesson on textile

Sketching different outfits for the final term and coloring with Pantone Markers

Fabrics exercises

11 June, Thursday 19:

"The Classics": lectures on classic clothing

Assignment: Completing moodboards for the final term; drawing and fabrics exercises

FOURTH WEEK

12. June, Monday 23:

Working on the final exam project: Sketching different outfits and coloring with Pantone Markers

Work on color cards and fabric selections

13. June, Tuesday 24:

City holiday, class cancelled.

14. June, Wednesday 25:

Working on the final exam project: Sketching different outfits and coloring with Pantone Markers

Working on fabric selections

15. June, Thursday 26:

Completing the final exam project: fabric selections, color cards, moodboards and sketches.

Final Critique and Final Portfolios review.

ALTERNATIVE LESSON

Should the Instructor be indisposed or otherwise unable to attend, a substitute teacher will conduct a pre-prepared alternative lesson at the regular course time.

This could take the form of the following: Supervised project work/ Completion of ongoing project.