

SUMMER COURSE DESCRIPTIONS

Program Location:	Milan, Italy
Concentration:	Fashion Design & Merchandizing
Host Institution:	Instituto Europeo di Design (IED)

Below is a list of summer courses with descriptions. Course offerings may change. Please check KEI website on a regular basis or contact the KEI office. All courses are 6 credits. Students select one course.

Fashion Marketing

The course is an overview of marketing, management and merchandising for the retail fashion industry with an emphasis on the Italian experience. The preliminary part is an introduction to the Italian fashion industry. This is followed by the analysis of marketing, brand management (target, positioning and brand values, definition), trends and lifestyles research, distribution channels, communication and advertising strategies, visual merchandising, and sales techniques. Site visits to relevant showrooms and retail spaces and discussions with industry professionals will complement the lecture portion of the course.

Jewelry Design

This program introduces future designers to the skills and tools necessary for creating and developing a jewelry collection. The entire design process from conception and feasibility to the realization of a collection is covered in this intensive program. Students will progress through design and technical drawing exercises, be introduced to the Rhinoceros design application as well as participate in site visits complemented by lectures and discussions with industry professionals. Creativity, new skills and knowledge will be used for a "Jewelry Collection Design" final project that will conclude the course.

Fashion Stylist

Provides the tools and guidelines related to the profession of fashion styling and an introductory investigation of the fashion scene and the most influential designers, styles, emerging personalities, fashion weeks, online fashion culture, current events, and future trends. The fashion stylist specialization introduces styling and its aspects and requirements, with particular emphasis on visual culture and key elements of the fashion world's signs and images.

Fashion Design

The course provides the tools and guidelines related to the professional areas of fashion designing and an introductory investigation of the fashion scene, and the most influential designers, styles, emerging personalities, fashion weeks, online fashion culture, current events, and future trends. The fashion design specialization teaches students how to design and coordinate a fashion collection, including the study of important pattern and tailoring techniques, in addition to textile.

Interior and Showroom Design

The course introduces participants to the Italian design industry and current trends in interior design; and develops layouts for high-level showrooms and shops with an essential expressive value. During the course, students examine thoroughly Italian interiors and commercial space design. "Interior" refers to key spaces for improving everyday living: places to eat, shop, and read and other public spaces. A 360° vision of Italian—in particular, Milanese—reality and design methodology, is made possible by the synergy between lectures and practical training, both of which are supported by conferences and tours to famous showrooms, shops, and exhibitions.

Italian Product Design

The course introduces participants to the evolution and great innovators of Italian design ("Made in Italy") while examining contemporary designers, product and trends. The focus is on the emotional, expressive and sensorial value of such classic household goods as furnishings, décor elements and accessories. Milan, the capital of Italian design will serve as the classroom to observe and evaluate contemporary creative and commercial realities. Synergies are created through the use of traditional lectures, meetings and discussions with industry professionals, practical training and site visits to showrooms, shops and exhibitions as well as the completion of a final project.

Photography and Portfolio

The course introduces the concepts of the technical and artistic aspects of photography and the role of the photographer. Students will use their new skills in the photography studio in addition to working post-production. Emphasis is given to the analysis of imagery used in the fields of advertising, fashion design and styling. Site visits around Milan will complement the topics covered in the course. The function and importance of the artist's portfolio will be highlighted and is a major part of the final project.