

## COURSE DESCRIPTIONS

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

## REQUIRED COURSES

The following courses are offered during the first month of the program. Students must enroll in the *Made in Italy* and *Italian Language for Fashion* courses. Academic year students enroll in the *Fashion Industry Independent Project* for the first month of Spring semester.

### **Made in Italy** (Fall & Spring; 3 credits)

This course introduces participants to the evolution and great innovators of Italian while examining contemporary designers, products and trends. The focus is on the emotional, expressive and sensorial value of fashion, décor 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.

### **Italy Language for Design** (Fall & Spring; 3 credits)

This Italian language course focuses on the specific vocabulary used in the design profession. The course is intended for beginner to intermediate levels of proficiency. The intention of this course is to provide sufficient language ability to enable students to communicate with design professionals and understand professional publications.

### **Fashion Industry Independent Project** (Spring; Academic Year students only; 6 credits)

Fashion projects allow students to gain practical experience alongside Italian students. Fashion projects are only available to academic year students during the spring semester. Projects are developed at the request of fashion design and fashion marketing companies. IED partners with respected companies, including, but not limited to, Adidas, Armani, Dolce & Gabbana, Ermenegildo Zegna, Fendi, Ferré, Furla, Levi's, Louis Vuitton, Prada, Ralph Lauren, Samsonite, Valentino and Vogue Gioiello.

## ELECTIVE COURSES

Elective courses start after the first month of the program. Students can enroll in up to 3 elective courses per semester.

### **Fashion Stylist** (Fall & Spring; 3 credits)

This course examines the evolution of fashion in historical and cultural terms, with particular emphasis on researching styles of the past 100 years. The course includes an opportunity to carry

out in-depth research into a single particularly significant innovation occurring in the history of fashion.

**Fashion Marketing** (Fall & Spring; 3 credits)

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. Topics include fashion trends and consumption, fashion systems (Italian market, companies, collection creation and management), fashion communication, advertising, marketing, marketing intelligence, brand management, distribution channels, visual merchandising, sales techniques, technology of materials, digital media marketing Course Descriptions from existing courses in the IED catalogue.

**Fashion Design** (Fall & Spring; 3 credits)

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. Topics covered include history of fashion, trends, individual research in Milan, styling techniques, introduction to fashion photography (shooting techniques, set-up and historical background), fashion publishing and communication.

**Visual Merchandising: the Industry & Profession** (Fall & Spring; 3 credits)

This course covers the classification and aggregation of marketable goods, rational organization of sales area and optimization of product display.

**Menswear Collection Project** (Fall only; 3 credits)

Introduction to the fundamentals of designing of a coordinated collection of men's clothing. Research on trends and fabrics for the chosen theme, in order to find the right ideas and the inspiration, which will be developed afterwards. Main topics include: realization of a book, starting from the choice of the concept; The presentation of the moodboards for atmosphere; the colors and the inspiration key words and images, focusing then on single theme. The course concludes with a final presentation of a collection book consisting of: figure designs, details in the style, colors, fabric swatches with the description of the yarns, quality, supplier, art, number etc.

**Womenswear Collection Project** (Spring only; 3 credits)

Introduction to the fundamentals of designing of a coordinated collection of women's clothing. Research on trends and fabrics for the chosen theme, in order to find the right ideas and the inspiration, which will be developed afterwards. Main topics include: realization of a book, starting from the choice of the concept; The presentation of the moodboards for atmosphere; the colors and the inspiration key words and images, focusing then on single theme. The course concludes with a final presentation of a collection book consisting of: figure designs, details in the style, colors, fabric swatches with the description of the yarns, quality, supplier, art, number etc.

**Fashion Photography** (Fall & Spring; 3 credits)

This course is designed as a review of the major exponents of fashion photography, evaluating their impact on the iconography of fashion and analyzing compositional style, reciprocal influences and their role as catalyzers of trends. Students will also have the opportunity to conduct small hands-on projects utilizing the photography studio and technologies.

**Art in Fashion** (Fall & Spring)

A historical and critical analysis of modern and contemporary artistic movements including artists of the 19th and 20th Century. Impressionism, Post Impressionism, Art Nouveau, Expressionism, Cubism, Surrealism will all be covered. Site visits including relevant historical sites, museums and exhibitions are an integral part of this course.

**Dressing and Self-decorating Communication** (Fall & Spring; 3 credits)

How “dressing” is a means of individual, social and cultural communication. Clothing and accessories are filters and junctions for the articulation of the dynamic dialogues amongst me, myself, my body, the others, my culture, and my expectations. Analysis will focus on the different communication levels mediated by clothes; communicating myself: work on the different communication levels mediated by clothes; cultural background; Decorating the senses; Keywords and mood boards. Project work will consist of producing a fashion/ jewelry/accessories collection and book project.