



# SYLLABUS

## PALAZZI FLORENCE ASSOCIATION FOR INTERNATIONAL EDUCATION FLORENCE UNIVERSITY OF THE ARTS FAST - SCHOOL OF FASHION AND ACCESSORY STUDIES AND TECHNOLOGY (FT)

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SCHOOL OF FASHION AND ACCESSORY STUDIES AND TECHNOLOGY  
DEPARTMENT OF FASHION DESIGN AND TECHNOLOGY  
**COURSE TITLE: FASHION DESIGN STUDIO I**  
**COURSE CODE: FTFDFD230**

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3 Semester Credits

### **1. 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.

### **2. OBJECTIVES**

By the end of the course students will have gained an in depth foundation on producing clear, catching, well rendered fashion sketches both in digital format and by hand. The course promotes the analysis of the human body to learn to produce realistic, accurate, and clear sketches that convey fashion ideas effectively. During the course students will be stimulated to experiment with different styles, rendering media and ideas, to promote the identification of a personal style. Students will also receive a base on textiles and their different qualities and specifications.

### **3. REQUIREMENTS**

There are no prerequisites for this course.

### **4. METHOD**

This course consists of lectures, class discussions, and site visits within the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, academic texts and studies, videos, slides, guided problem solving, and experiential and/or field learning activities where applicable.

An asset of the program is the opportunity to showcase student work at FLY, the non-profit retail store of FAST, alongside professional emerging designers based in Italy. All works produced by students will be featured with garment specifications, photographed, and

published for promotion on school websites. Garments will undergo a selection process for in-store and classroom placement. Furthermore, FAST experiential learning and internship students will then utilize these items to create window displays and other special installations throughout the season. **For this reason, it is not possible for students to take garments, accessories, and the like home upon course completion.** In the event that a garment is sold, all profits will go toward FUA scholarship funds for future FAST students.

## **5. TEXT BOOK – FURTHER READINGS – RESOURCES**

### **TEXT BOOK**

“9 HEADS” by Nancy Riegelman, ed. Prentice Hall

The Textbooks are pre-ordered and available at: Paperback Exchange in Via delle Oche 4r or laFeltrinelli Via dei Cerretani 40R. Textbooks may also be available for purchase online or in e-book format.

The text book is mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

### **FURTHER READINGS – RESOURCES**

[www.vogue.com](http://www.vogue.com)

[www.businessoffashion.com](http://www.businessoffashion.com)

“The World’s most influential Fashion Designers”, Noel Palomo-Lovinski, Barron’s

“Professional Sewing Techniques for designers” Cole-Czachor, Bloomsbury

“Fashion Design”, Sue Jenkyn Jones, Laurence King

“Fashion Accessories: The Complete 20th Century Sourcebook”, Book by John Peacock.

### **LIBRARIES IN FLORENCE**

The FUA library is located in Corso Tintori 21. Please consult the posted schedules for official opening times. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed.

Students may also utilize additional libraries and research centers within the local community:

#### **Biblioteca Palagio di Parte Guelfa**

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio.

Please consult the library website for hours of operation:

[http://www.biblioteche.comune.fi.it/biblioteca\\_palagio\\_di\\_parte\\_guelfa/](http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/)

#### **Biblioteca delle Oblate**

Located in via dell’Oriuolo 26. Please consult the library website for hours of operation:

[www.bibliotecadelleoblate.it](http://www.bibliotecadelleoblate.it)

#### **The Harold Acton Library at the British Institute of Florence**

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation.

This library requires a fee-based student membership. For information: [www.britishinstitute.it/en](http://www.britishinstitute.it/en)

## **6. FIELD LEARNING**

Please consult your Official Registration for any mandatory field learning dates. Field Learning Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

## **7. COURSE MATERIALS**

No additional course materials are necessary.

## **8. COURSE FEES**

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. The exact amount will be communicated by the instructor on the first day of class.

## **9. EVALUATION – GRADING SYSTEM**

10% Attendance

20% Class Participation and Assignments

20% Midterm Exam, Field Learning Project (if applicable), Special/Research Project (if applicable)

30% Final Exam

20% Paper/Project

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C-=70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

## **10. ATTENDANCE – PARTICIPATION**

Academic integrity and mutual respect between instructor and student are central to the FUA academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

On the **second absence** the attendance and participation grade will be impacted. Please note that missing certain field learning activities may count for more than one absence.

On the **third absence** the instructor may lower the final grade by one letter grade. (Example: Final grade average of 93% or A will become a B).

**The fourth absence constitutes automatic failure of the course. Students with excessive absences will be asked to withdraw with a W (if before the deadline) or leave the course with a WF.**

### **Late Arrival and Early Departure**

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

**Travel (or delays due to travel) is NEVER an excuse for absence from class.**

It is always the student's responsibility to know how many absences he or she has in a course. If in doubt, speak with your instructor!

**Participation:** Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed. All of the above criteria also applies to Field Learning and site visits.

## **11. EXAMS – PAPERS – PROJECTS**

Example of how exams, papers, and projects are detailed and graded:

The **Midterm** exam accounts for 20% of the final course grade. For exam time and date consult the course addendum. **The time and date of the exam cannot be changed for any reason.**

Format: the exam is divided into three sections:

- Part I: Multiple choice questions for a total of 20 points.
- Part II: Short-answer questions (concise explanations, main ideas, key words, names, etc.) for a total 50 points.
- Part III: Essay questions (based on content, vocabulary, detail, etc.) for a total of 30 points.

The final **Paper/Project** accounts for 20% of the course grade.

- Format: topic, length, guidelines, and due date will be provided in the course addendum.
- Material for research will be available in the FUA Library in Corso Tintori 21.

The **Final** exam accounts for 30% of the final course grade. For exam time and date consult the course addendum. **The time and date of the exam cannot be changed for any reason.**

Format: the exam is divided into three sections:

- Part I: Multiple choice questions for a total of 20 points.
- Part II: Short-answer questions (concise explanations, main ideas, key words, names, etc.) for a total 50 points.
- Part III: Essay questions (based on content, vocabulary, detail, etc.) for a total of 30 points.
- The Final Exam is cumulative

## **12. LESSONS**

<b>Lesson 1</b>	
Meet	In class
Lecture	Course and Syllabus presentation. Proportions of the figure. Preparing to draw the female and male fashion figures –The Nine heads system, placing the figure on the page; Stylized static pose, overview of front and back view of the human body.
Objectives	Develop confidence with the fashion figure in the space, and its measurements and appearance.
Visit	
Readings/ Assignments	Sketching assignment will be provided by the instructor Reading pag.19-30 from the Textbook: “9 HEADS”

<b>Lesson 2</b>	
Meet	In class
Lecture	Working on the fashion figure – Study side and dynamic poses
Objectives	Become confident with the fashion figure in its different dynamic positions.
Visit	
Readings/ Assignments	Sketching assignment will be provided by the instructor Reading pag.31-46 from the Textbook: “9 HEADS”

<b>Lesson 3</b>	
Meet	In class
Lecture	Fleshing figures, shading, and volumes.
Objectives	Cultivate confidence with the fashion figure and its anatomic details.
Visit	
Readings/ Assignments	Sketching assignment will be provided by the instructor Reading pag. 34; 50-53 from the Textbook: “9 HEADS”

<b>Lesson 4</b>	
Meet	In class
Lecture	Focus on face, hands, and feet, through close study of different poses, hair styling and facial expressions.
Objectives	Cultivate confidence with the fashion figure and its anatomic details.
Visit	
Readings/ Assignments	Sketching assignment will be provided by the instructor Reading pag. 55-94 from the Textbook: "9 HEADS"

<b>Lesson 5</b>	
Meet	In class
Lecture	Overview of fashion designers "the classics" (reading extracts from "The world most influential fashion designers").
Objectives	Develop a good initial knowledge of those designers that ignited what is today's fashion industry, from Haute Couture to Pret-a-Porter.
Visit	
Readings/ Assignments	Assignment will be provided by the instructor Reading pag. 179-203. from the Textbook: "9 HEADS"

<b>Lesson 6</b>	
Meet	In class
Lecture	Shapes studies, creative use of volume and their conceptualizations. Touch and feel: Synesthetic Fabric Experience - study of different fabric materials (natural vs synthetic, groups and families in fashion fabrics: cottons, wools, silks and polyesters).
Objectives	Get an exhaustive overview of the role of fabric in the fashion designer process.
Visit	
Readings/ Assignments	Assignment will be provided by the instructor Reading pag.345-381 from the Textbook: "9 HEADS"

<b>Lesson 7</b>	
Meet	In class
Lecture	MIDTERM EXAM

<b>Lesson 8</b>	
Break	

<b>Lesson 9</b>	
Meet	In class
Lecture	Explanation and examples of all that entails a consistent outfit. Approach a personal project. In depth analysis of visual communication strategy through the creation of a moodboard and color story for fashion, practiced in order to empower these necessary skills. Practice through visual brainstorming on a personal themed outfit starting from mood, concept, and color story.
Objectives	Develop a cohesive knowledge of the visual role of a moodboard and color story, and how to compile them for fashion.
Visit	
Readings/ Assignments	Visual and moodboard assignment will be provided by the instructor Reading pag. Ch.9 from the Textbook: "9 HEADS"

<b>Lesson 10</b>	
Meet	In class
Lecture	Class discussion on aesthetic and communicational values of each personal moodboard.
Objectives	Compare and contrast style, perceptions and taste so as to develop communication and persuasion skills in presenting the student's work.
Visit	
Readings/ Assignments	Practice your verbal presentation skills through the concept behind your personal themed outfit. Reading pag. 117-150 from the Textbook: "9 HEADS"

<b>Lesson 11</b>	
Meet	In class
Lecture	Drawing clothes on the figure, learning to gather basic tops and bottoms.
Objectives	Develop deep confidence with different garment sketches.
Visit	
Readings/ Assignments	Assignment will be provided by the instructor Reading pag. 186-193 from the Textbook: "9 HEADS"

<b>Lesson 12</b>	
Meet	In class
Lecture	Use of colored pencils and colored markers. Apply different coloring techniques to garments. Drawing clothes on the figure, from simple to more complex volumes and shapes.
Objectives	Start developing confidence with basic coloring techniques and renderings. Approach the design of clothes on the fashion figures starting from simple garments.
Visit	
Readings/ Assignments	Rendering assignment will be provided by the instructor Reading pag. 240-241 from the Textbook: "9 HEADS"

<b>Lesson 13</b>	
Meet	In class
Lecture	Analysis of cut and construction of garments. Experiment with different colored texture rendering techniques on paper. Introduction to the use of digital illustration software.
Objectives	Refine the drawing skills for cloths on figure, elaborating more complex garments and experimenting on outfits. Develop confidence with construction and cutting information. Start using the software to produce professional sketches.
Visit	
Readings/ Assignments	Assignment will be provided by the instructor Reading Appendix A from the Textbook: "9 HEADS"

<b>Lesson 14</b>	
Meet	In class
Lecture	Recap the different topics and techniques studies in class for the final exam.
Objectives	Students make sure that the information will be retained by clarifying any doubt in a recap session.
Visit	

Readings/ Assignments	Recap for final exam
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<b>Lesson 15</b>	
Meet	In class
Lecture	FINAL EXAM