



FAST – FASHION AND ACCESSORY DESIGN AND TECHNOLOGY

DEPARTMENT OF ACCESSORY DESIGN AND TECHNOLOGY
COURSE TITLE: INTRODUCTION TO ACCESSORY DESIGN: SHOES, BAGS, AND BELTS
COURSE CODE: FTADAD250
3 Semester Credits
1. DESCRIPTION

This course is an introduction to accessory design. Students will be exposed to a variety of design materials. Emphasis will be placed on three-dimensional sketching and on creative detail design for footwear, handbags (including embellished evening bags), small leather goods, gloves, and belts. The course includes a historical overview of personal accessories from ancient Egypt to the present. The course also introduces students to the production of a single basic fashion accessory (to be discussed with instructor) thus familiarizing with basic production and assembly techniques. This class includes experiential learning with CEMI.

2. OBJECTIVES

The aim of this course is to:

- Familiarize with the history of shoe, bag, and belt making (from a historical and stylistic perspective)
- Explore diverse materials to produce simple shoes, bags, and belts
- Elaborate a simple mood board to produce simple shoes, bags, and belts
- Explore sketching and rendering of simple shoes, bags, and belts
- Produce a simple fashion accessory
- Select, sketch, and intervene (by altering, adding, subtracting, changing pattern/design/areas) on pre-existing fashion accessories

3. REQUIREMENTS

There are no prerequisites for this course.

4. METHOD

This course consists of lectures, class discussions, projects. 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 projects, garments, accessories, and the like home upon course completion. In the event

that a garment is sold, all profits will go toward scholarship funds for future FAST students.

5. TEXTBOOK – FURTHER READINGS – RESOURCES

TEXTBOOK (Copy available at the university library):

- Genova, A. *Accessory Design*, Fairchild books, New York, 2012.

The textbook is mandatory for successful completion of the course.

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

FURTHER READINGS

- Ghalachyan, Armine. “Made from Scratch: A Sustainable Handbag Made of Bacterial Cellulose Grown in Fermenting Tea,” in *Proceedings*, 2017. Available online.
- Pospisil, Jan Zavodny et al. “A Sustainable Materials for Footwear Industry: Designing Biodegradable Shoes,” in *Applied Researches in Technics, Technologies and Education*, 2020. Pdf available online.

LIBRARIES IN FLORENCE

Please consult the posted schedules for official opening times of the university library. 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/

BIBLIOTECA DELLE OBLATE

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

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

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% Participation and assignments

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

25% Final paper/project

25% Final Exam

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 academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

Absences are based on academic hours: 1 absence equals 3 lecture hours.

Two absences: 6 lecture hours, attendance and participation grade will be impacted.

Three absences: 9 lecture hours, the final grade may be lowered by one letter grade.

Four absences: 12 lecture hours, constitutes automatic failure of the course regardless of when absences are incurred.

Please note:

- The above hours refer to lecture hours. Please note that the contact / credit hour policy in the academic catalog includes additional distribution ratios according to delivery category. Ex: 1 absence equals 6 FL/SL/Lab hours or 9 EL hours.

- Hours may be distributed in different formats according to the academic course schedules.

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 the student's responsibility to know how many absences are incurred. 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 apply to Field Learning and site visits.

11. EXAMS – PAPERS – PROJECTS

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

Format: the exam is divided into three sections:

- Part I: 10 Multiple choice questions. Each correct answer is worth 2 points, for a total of 20 points.
- Part II: 10 short-answer questions. Each correct and complete answer (concise explanations, main ideas, key words, names, etc.) is worth 5 points, for a total 50 points.
- Part III: two essay questions; each correct and complete answer is worth 15 points (based on content, vocabulary, detail, etc.) for a total of 30 points.

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

Material for research will be available in the FUA-AUF Library in Corso Tintori 21.

The **Final** exam accounts for 25% of the final course grade. **The time and date of the exam cannot be changed for any reason.** Format: the exam is divided into three sections:

- Part I: 10 Multiple choice questions. Each correct answer is worth 2 points, for a total of 20 points.
- Part II: 10 short-answer questions. Each correct and complete answer (concise explanations, main ideas, key words, names, etc.) is worth 5 points, for a total 50 points.
- Part III: two essay questions; each correct and complete answer is worth 15 points (based on content, vocabulary, detail, etc.) for a total of 30 points.

The Final Exam is cumulative.

12. LESSONS

Lesson 1	
Meet	In class
Lecture	Historical and stylistic overview of fashion design accessories: shoes, bags, and belts.
Objectives	Acquire knowledge about the historical and stylistic development of shoes, bags, and belts as fashion accessories. Gain knowledge of industry techniques through case studies. Develop the ability to identify key points and summarize fashion accessories and fashion-related process.
In-class activity	Shoes, bags, and belts: research on the designers in the fashion industry
Readings/ Assignments	Read: Genova, <i>Accessory Design</i> , pp. 2-33, 35-58.

Lesson 2	
Meet	In class
Lecture	Materials for fashion accessories production: technical performances, and visual effects. Animal-derived, vegetal-derived, plastic and metal materials for shoes, bags, and belts production.
Objectives	Gain knowledge about the world of fashion materials. Be able to identify materials used in the fashion industry to produce shoes, bags, and belts. Recognize the tangible, visual, and technical properties of fashion material for the production of shoes, bags, and belts production. Be able to identify the technical and visual performances of materials applied to fashion accessories.
Readings/ Assignments	Assignment: identify a designer or fashion business working with one of the three accessories presented in the course and provide a short description (200-400 words) of a fashion item of your choice.

Lesson 3	
Meet	In class
Lecture	Mood board and visual research: aesthetic practice in fashion industry.

Objectives	Be able to identify the role of a mood board within the fashion production chain. Analyze case studies to examine, imitate, and acquire professional production models for shoes, bags, and belts. Acquire knowledge about basic research visual tools. Identify coherent visual and conceptual elements for personal basic production purposes. Understand the uses and applications of a mood board to clarify personal visual and aesthetic intentions.
In-class activity	Assemble a preliminary mood board featuring one or more of the accessories from the course.
Readings/Assignments	Read: Genova, <i>Accessory Design</i> , pp. 77-79 and 82.

Lesson 4	
Meet	In class
Lecture	Introduction to foot anatomy (movements and sketching). Footwear molds: shapes, functioning, and use. Shoe design I. Intensive sketching warm-up practice: lines, shapes, and geometrical frames. Shoe design II. From 2D sketching to perspective, distortion, voluming, and shading.
Objectives	Become familiar with foot anatomy for fashion purposes. Gain knowledge about technical tools for footwear creations. Understand how spatial distortion and perspective are applied to simple fashion accessories. Gain knowledge about basic rendering techniques (perspective, distortion, voluming, and shading) in order to design simple fashion accessories.
In-class activity	Sketch of a shoe using techniques and practice learned in class.
Readings/Assignments	Read: Genova, <i>Accessory Design</i> , pp. 76-84, 113-128.

Lesson 5	
Meet	In class
Lecture	Introduction to bags: pouches and shoppers, and structured bags. Bag design I. Intensive sketching warm-up practice: lines, shapes, and geometrical frames. Bag design II. From 2D sketching to perspective, distortion, voluming, and shading.
Objectives	Gain knowledge about anatomy, shapes, and components of structured bags. Be able to make a free hand sketching of a bag. Be able to apply spatial distortion and perspective on simple fashion accessories. Be able to identify and employ different rendering techniques on bags.
In-class activity	Bag sketching techniques and practice
Readings/Assignments	Assignment: select one or more materials for production of shoes, bags, and belts and provide a short description (300-500 words) focusing on the visual, technical, and ergonomic properties. Read: Genova, <i>Accessory Design</i> , p. 85-86, 168-186.

Lesson 6	
Meet	In class

Lecture	Belt design I. Intensive sketching warm-up practice: lines, shapes, and geometrical frames. Belt design II. From 2D sketching to perspective, distortion, voluming, and shading.
Objectives	Be able to make a free hand sketching of a belt. Understand and apply the functioning of spatial distortion and perspective to simple fashion accessories. Be able to identify and employ rendering techniques on belts.
In-class activity	Belt sketching techniques and practice.
Readings/ Assignments	Read: Genova, <i>Accessory Design</i> , pp. 117-149.

Lesson 7	
Meet	In class
Lecture	MIDTERM EXAM

Lesson 8	
NA	ACADEMIC BREAK

Lesson 9	
Meet	In class
Lecture	Accessory mock-up and pattern creation.
Objectives	Identify a simple fashion accessory for design and production purposes. Understand how templates, patterns, and mock-ups are applied in design and production. Be able to produce templates, patterns, and mock-ups for the production of a simple fashion accessory. Understand and be able to identify the process of a production schedule in order to produce a basic fashion accessory.
In-class activity	Produce a fashion accessory.
Readings/ Assignments	Read: Genova, <i>Accessory Design</i> , pp. 274-277. Assignment: visit a clothing store and select two accessories. Provide a technical sheet, focusing on the different components.

Lesson 10	
Meet	In class
Lecture	Accessory production process: pattern alteration, material cutting, final assembly and construction.
Objectives	Understand basic professional production operations in order to develop and create a basic fashion accessory. Apply, alter, and manipulate a fashion accessory pattern to produce a basic fashion accessory. Be able to identify the cutting area to produce a basic fashion accessory and to make the final assembly. Identify visual and technical strengths and criticism of a fashion accessory.
In-class activity	Individual work on the accessory selected in the previous class.
Readings/ Assignments	Assignment: run a visual research on shoe store window.

Lesson 11	
Meet	In class

Lecture	Shoe models, materials and styles. Shoe creation process.
Objectives	Gain knowledge about technical and visual properties of sandals and slippers as fashion accessories. Be able to identify fashion models, patterns, and materials concerning sandals and/or slippers Understand the technical, mechanical, and visual qualities of a fashion accessory (sandal and/or slipper).
In-class activity	Research shoe models.
Readings/ Assignments	Read: Pospisil, <i>A Sustainable Materials for Footwear Industry: Designing Biodegradable Shoes</i> .

Lesson 12	
Meet	In class
Lecture	Pouch and shopper models: visualization, technical and visual analysis, and derived thumbnail sketch. Pouch and shoppers creation process.
Objectives	Gain knowledge about the anatomy, shapes, and components of simple bag models. Be able to identify fashion models, patterns, and materials concerning pouches and shoppers. Identify visual, technical and mechanical strengths and criticism of a fashion accessory. Be able to sketch pre-existing fashion accessories (pouches and shoppers) and design supplemental/integration/subtractive projects starting from pre-existing fashion accessories (pouches and shoppers).
In-class activity	Research pre-existing pouch and shopper models.
Readings/ Assignments	Assignment: run visual research on bag store window; take three pictures of three different models.

Lesson 13	
Meet	In class
Lecture	Structured bag models: visualization, technical and visual analysis, and derived thumbnail sketch. Bag creation process.
Objectives	Gain knowledge about the anatomy, shapes, and components of simple bag models Be able to identify fashion models, patterns, and materials – pouches and shoppers. Identify visual, technical and mechanical strengths and criticism of a fashion accessory. Be able to sketch pre-existing fashion accessories (pouches and shoppers) and design supplemental/integration/subtractive projects starting from pre-existing fashion accessories (pouches and shoppers).
Readings/ Assignments	Assignment: sketch one of the models you photographed on the previous assignment.

Lesson 14	
Meet	In class
Lecture	In-class presentation and discussion: shoes, bags, and belt – designed and produced throughout the course. General review

Objectives	Be able to realize a fashion item applying all the techniques and the knowledges gained so far. Be able to defend technical and aesthetical choices – in class discussions on shoe, belt, and bag Identify the strengths and the weak points of the other projects.
Readings/ Assignments	Submit Final Project

Lesson 15	
Meet	In class
Lecture	FINAL EXAM