

**AUF***The American
University of Florence***SYLLABUS**Rev. 8
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Florence University of the Arts (FUA) is an academic institution for study abroad in Florence, Italy. FUA collaborates with The American University of Florence (AUF), an international university offering US-style undergraduate and graduate degrees, in a cooperation to offer study abroad programs with a diverse breadth and depth of academic curriculum.

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SCHOOL OF FASHION AND ACCESSORY STUDIES AND TECHNOLOGY**DEPARTMENT OF ACCESSORY DESIGN AND TECHNOLOGY****COURSE TITLE: INTRODUCTION TO ACCESSORY DESIGN: SHOES, BAGS AND BELTS****COURSE CODE: FTADAD200****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

Upon successful completion of this course, students will:

- 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, and interaction with the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, integrate relevant academic sources, may include multimedia references, propose creative problem-solving, and other appropriate forms of delivery as deemed appropriate to the course's purpose.

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 course participation and completion. Where applicable additional materials may 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.

LIBRARY

Course participants may access the campus library. Please consult the library site for resources such as collections, borrowing, scanning and wifi connection, and research: <https://www.auf-florence.org/Library/the-library/>

6. COURSE MATERIALS

No additional course materials are necessary.

7. 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. If this course requires a fee, the exact amount is communicated prior to enrollment.

8. GRADING AND EVALUATION & ATTENDANCE

10% Attendance

10% Participation

20% Assignments

15% Midterm Assessment

25% Final paper/project

20% Final Exam

The above grade breakdown percentages reflect the grading scale standards in the “Grading and Evaluation System” section of the catalog.

Attendance

Class participation is mandatory. Based on the hours defined in the Academic Catalog’s attendance policy, students may miss up to 2 class encounters delivered as lecture hours. A third absence constitutes a course failure.

Please note that absence hours may vary according to the learning methodology, as per the academic catalog policy on credit hours: https://catalog.auf-florence.org/standard_regulation

9. EXAMS / PROJECTS / ASSIGNMENTS

Midterm Assessment: The midterm assessment accounts for 15% of the final course grade. It will involve an evaluation of intermediate projects, specifically focusing on the sketching of the various items proposed throughout the course.

Final Exam: The final exam accounts for 20% of the final course grade. Format: the exam is divided into two sections:

- Part I: 14 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 II: 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.

Final Project: The final project accounts for 25% of the final course grade. Students will design and create a collection of accessories that includes at least three distinct pieces: shoes, a bag, and a belt. This collection should demonstrate mastery of the techniques, materials, and styles studied throughout the course.

Assignments: This course requires at least 3 assignments as per the course outline in the syllabus. Further details are provided in the course portal.

10. COURSE OUTLINE

Lesson 1	
Meet	In class
Lecture	Historical and stylistic overview of fashion design accessories. 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	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. Gain knowledge about the world of fashion materials. Be able to identify materials used in the fashion industry to produce shoes, bags, and belts. Be able to identify the technical and visual performances of materials applied to fashion accessories.
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. Assignment #1 assigned, due by next class meet: <ul style="list-style-type: none"> 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 2	
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 3	
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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. Assignment #2 assigned, due by next class meet: <ul style="list-style-type: none"> 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.

Lesson 4	
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	Read: Genova, <i>Accessory Design</i> , p. 85-86, 168-186. FINAL PROJECT OVERVIEW.

Lesson 5	
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. MIDTERM ASSESSMENT ASSIGNED, due prior to next class meet.

Lesson 6	
Meet	In class
Lecture	Accessory mock-up and pattern creation.
Objectives	Identify a simple fashion accessory for design and production purposes.

	<p>Understand how templates, patterns, and mock-ups are applied in design and production.</p> <p>Be able to produce templates, patterns, and mock-ups for the production of a simple fashion accessory.</p> <p>Understand and be able to identify the process of a production schedule in order to produce a basic fashion accessory.</p>
In-class Activity	Produce a fashion accessory.
Readings/Assignments	Read: Genova, <i>Accessory Design</i> , pp. 274-277.

Lesson 7	
Meet	In class
Lecture	Accessory production process: pattern alteration, material cutting, final assembly and construction.
Objectives	<p>Understand basic professional production operations in order to develop and create a basic fashion accessory.</p> <p>Apply, alter, and manipulate a fashion accessory pattern to produce a basic fashion accessory.</p> <p>Be able to identify the cutting area to produce a basic fashion accessory and to make the final assembly.</p> <p>Identify visual and technical strengths and criticism of a fashion accessory.</p>
In-class Activity	Individual work on the accessory selected in the previous class.
Readings/Assignments	<p>Assignment #3 assigned, due by next lesson:</p> <ul style="list-style-type: none"> Visit a clothing store and select two accessories. Provide a technical sheet, focusing on the different components.

Lesson 8	
Meet	In class
Lecture	<p>Shoe models, materials and styles.</p> <p>Shoe creation process.</p>
Objectives	<p>Gain knowledge about technical and visual properties of sandals and slippers as fashion accessories.</p> <p>Be able to identify fashion models, patterns, and materials concerning sandals and/or slippers</p> <p>Understand the technical, mechanical, and visual qualities of a fashion accessory (sandal and/or slipper).</p>
In-class Activity	Research shoe models.
Readings/Assignments	Read: Pospisil, <i>A Sustainable Materials for Footwear Industry: Designing Biodegradable Shoes</i> .

Lesson 9	
Meet	In class
Lecture	<p>Pouch and shopper models: visualization, technical and visual analysis, and derived thumbnail sketch.</p> <p>Pouch and shoppers creation process.</p>
Objectives	<p>Gain knowledge about the anatomy, shapes, and components of simple bag models.</p> <p>Be able to identify fashion models, patterns, and materials concerning pouches and shoppers.</p> <p>Identify visual, technical and mechanical strengths and criticism of a fashion accessory.</p> <p>Be able to sketch pre-existing fashion accessories (pouches and shoppers) and design supplemental/integration/subtractive projects starting from pre-existing</p>

	fashion accessories (pouches and shoppers).
In-class Activity	Research pre-existing pouch and shopper models.
Readings/ Assignments	Assignment #4 assigned, due by next lesson: Run visual research on bag store window and take three pictures of three different models. Then, sketch one of the models you photographed. FINAL PROJECT DUE

Lesson 10	
Meet	In class
Lecture	Structured bag models: visualization, technical and visual analysis, and derived thumbnail sketch. Bag creation process. In-class presentation and discussion: shoes, bags, and belt – designed and produced throughout the course.
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	Final Project Presentation

Lesson 11 Final Exam	
Meet	In class
Lecture	FINAL EXAM