

Format Revised 2023
Syllabus created in 2022

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.

FUA study abroad programs may include AUF offerings, which are US-aligned in terms of higher education standards as per the university's institutional structure. Common courses offered by FUA and AUF have been jointly selected by both institutions as eligible for mutual recognition and delivery. As such, equal academic standards, credibility, and outcomes are vetted by the Academic Offices of the institutions for all courses and syllabi offered in the study abroad program.

DEPARTMENT OF FASHION DESIGN AND TECHNOLOGY
COURSE TITLE: FASHION COLLECTION DESIGN AND PRODUCTION
COURSE CODE: FTFDFC350
3 Semester credits

1. DESCRIPTION

This course teaches students how to create and develop fashion collections for diverse markets by using appropriate research techniques, project development methods, sketching and rendering techniques. Collections will be structured and organized in a professional manner from customer research and trend forecasting to the creation of mood boards and the selection of materials and colors. Throughout the course students will be invited to develop and test communication skills in order to learn how to assertively communicate collections values. The ultimate goal of the course is to design, create, and prototype a final collection. Field visits to museums and fashion design studios will stimulate the student's creativity and are an essential part of the course. This class includes experiential learning with CEMI.

2. OBJECTIVES

Upon successful completion of this course, students will be able to:

- Engage in all the managerial and procedural stages defining a fashion collection.
- Conceive, develop, and design a brand identity and a buyer persona for a personal fashion collection.
- Design and produce according to seasonality and clientele.
- Visit major fashion museums/venues/workshops to observe and understand managerial, operation, technical, and stylistic models to develop a fashion collection.
- Explore and select a broad range of materials to develop a personal fashion collection.
- Conceptualize, design, and present a professional fashion collection.
- Present a fashion collection via a professional technical package.
- Familiarize with self-managed production.
- Generate brand awareness and recognition by implementing the theme and style they want to convey.
- Gain exposure to an experiential management of the supply chain.
- Challenge the evolution and iterations of the design and production processes.

3. REQUIREMENTS

Fashion Design Major Junior Standing or equivalent skills in sketching, sewing, and patternmaking.

4. METHOD

This course consists of lectures, class discussions, projects, 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 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):

Toby Meadows, *How to set up & run a Fashion Label*, Laurence King Publishing Ltd

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

The Fashion Business Manual, Fashionary

Fashion Designer, Concept to Collection, Sandra Burke, Burke Publishing

How to create your final collection, Mark Atkinson

The Mood Guide to Fabric and Fashion: The Essential Guide from the World's Most Famous Fabric Store – September 1, 2015

Nine Heads, Nancy Rielgelman, 9 Heads Media

www.ferragamo.com

www.businessoffashion.com

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% Class Participation and Assignments

20% Midterm Exam, Field Learning Project (if applicable), Special/Research Project (if applicable)
30% Final Exam
20% 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 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. 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 2 sections:

- Part I: 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 II: two essay questions; each correct and complete answer is worth 25 points (based on content, vocabulary, detail, etc.) for a total of 50 points.

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

Format: topic, length, guidelines, and due date will be provided in the course site.

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

The **Final** exam accounts for 30% of the final course grade. **The time and date of the exam cannot be changed for any reason.** Format: see the midterm format.

The Final Exam is cumulative.

12. LESSONS

Meet	In class
Lecture	<p>Lecture</p> <ul style="list-style-type: none"> • Course presentation: syllabus, objectives, course material, assignments, and grades • Produce a fashion collection - an operational, functional, and procedural overview • Design and produce a fashion collection: analyze major case studies to acquire, imitate, and replicate creative and production models <p>In-class activity: identify an art director and/or a fashion business you are interested in and, in a short reflection paper (250-450 words), explain the aesthetic, compositional, material, target, and technical features characterizing the brand (to be completed for next class, 2)</p>
Objectives	<ul style="list-style-type: none"> • Familiarize with the concept of fashion collection from an operational, functional, and procedural perspective • Analyze major case studies (from the industry) to identify technical, aesthetic, formal, and managerial elements of appreciation • Decode creative and production models from pre-existing (fashion) models • Verbalize aesthetic, compositional, material, target, and technical elements of appreciation from pre-existing fashion models
Readings/Assignments	<p>Toby Meadows, How to set up & run a Fashion Label p.15-19</p> <p>Complete the in-class activity for next class, 2</p>

Lesson 2	
Meet	In class
Lecture	<ul style="list-style-type: none"> • In-class presentation and discussion of the activity from class 1 • Conceptualize a fashion collection: the importance of brand and brand identity – guided presentation by the Instructor • Identify a buyer persona to develop a coherent fashion collection - guided presentation by the Instructor <p>In-class activity: in consideration of the topics covered in class, draft a preliminary idea of what brand your fashion collection should have; what buyer persona it could best profile (400-850 words)</p>
Objectives	<ul style="list-style-type: none"> • Understand the importance of brand and brand identity to develop a fashion collection • Propose a preliminary version of brand and brand identity for a self-produced fashion collection • Comprehend the definition, role, and function of a buyer persona to develop a fashion collection • Profile a potential buyer persona for a self-produced fashion collection • Collect, analyze, process, and use data to develop and boost a personal fashion collection and its performances on the market
Readings/Assignments	<p>Toby Meadows, How to set up & run a Fashion Label p. 79-83,</p> <p>Complete the in-class activity for next class, 3</p>

Lesson 3	
Meet	In class
Lecture	<p>Lecture</p> <ul style="list-style-type: none"> • In-class presentation and discussion of the activity from class 2 • From the buyer persona to the market: intercept trend forecasting agencies to

	<p>collect, process, and use data - guided presentation by the Instructor</p> <ul style="list-style-type: none"> • From the pre-production stage to distribution: positioning and pricing a fashion collection <p>In-class activity: - in consideration of the topics covered in class, draft a preliminary idea of what – if any – trend forecasting agency it could need to optimize sales and reverberation.</p> <p>- starting from the preliminary version of the collection you have been creating in the previous 2 classes, formulate a potential positioning, pricing, and promotion strategy featuring your collection (to be completed for next class, 4)</p>
Objectives	<ul style="list-style-type: none"> • Comprehend the importance of trend forecasting agencies to develop a personal fashion collection • Visualize the passage(s) from the pre-production stage to distribution • Understand the concepts of positioning and pricing within a fashion collection development process
Readings/Assignments	<p>Toby Meadows, How to set up & run a Fashion Label p. 89-97, p. 81-85, p.105-109</p> <p>Complete the in-class activity for next class, 4</p>

Lesson 4	
Meet	In class
Lecture	<p>Lecture</p> <ul style="list-style-type: none"> • Class discussion (or simple submission) on/f the activity from class 3 • Distributing and promoting a fashion collection: channels, figures, methods, and strategies • Conceive, design, produce, and distribute a fashion collection: get ready for visiting museum/workshop/guest speaker (one of the three options) <p>In-class activity: - starting from the preliminary version of the collection you have been creating in the previous 3 classes, formulate a promotion strategy featuring the accessories of your collection (to be completed for next class, 4)</p> <p>- prepare a list of questions to ask during the visit, focusing on the stages, processes, people, time, costs, materials, challenges, places, and protocols coming into play while developing a fashion collection.</p>
Objectives	<p>Objectives</p> <ul style="list-style-type: none"> • Have an overview of the channels, figures, methods, and strategies involved in a distribution chain – for a fashion collection • Apply theoretical principles to tangible case-studies • Coherently use distribution and promotion strategies on a personal preliminary fashion project – fashion collection • Be prepared to have a tangible experience of how, where, who, and when a fashion collection is made
Readings/Assignments	<p>Toby Meadows, How to set up & run a Fashion Label p. 84-85</p> <p>Complete the in-class activity for next class, 5</p>

Lesson 5	
Meet	In class
Lecture	<p>Lecture</p> <ul style="list-style-type: none"> • Class discussion (or simple submission) on/f the activity from class 4 • Conceive, design, produce, and distribute a fashion collection: visit to a museum/workshop/guest speaker (one of the three options)

	<p>In-class activity: during the visit, take note of the stages, processes, people, time, costs, materials, challenges, places, and protocols coming into play while developing a fashion collection – in a reflection paper (350-850 words).</p> <p>Use the same analytical structure with your collection and identify potential challenges, changes, and amendments you may consider.</p> <p>(To be completed for next class, 6)</p>
Objectives	<p>Objectives</p> <ul style="list-style-type: none"> • Have a tangible experience of how, where, who, and when a fashion collection is made • Understand how a fashion collection is developed in an international setting • Decode aesthetic, technical, and managerial operations from an existing fashion business and verbalize them – in the form of a reflection paper • Provide a self-critical assessment on a preliminary self-produce fashion collection • Identify aesthetic, technical, and managerial challenges in a pre-existing (or drafted) fashion collection
Readings/Assignments	<p>Lesson 5 Myfua handouts</p> <p>Complete the in-class activity for next class, 6</p>

Lesson 6	
Meet	In class
Lecture	<p>Lecture</p> <ul style="list-style-type: none"> • From the industry to the self: revise all the contents (classes 1-5) (comparative cases; brand (identity); buyer persona; trend forecasting) and organize the pre-production stage of your collection (the Instructor may organize this presentation in the form of a class discussion) • Research, organize, and elaborate the visual research for your fashion collection (individual sessions may be arranged with the Instructor to revise the project) <p>Use the same analytical structure with your collection and identify potential challenges, changes, and amendments you may consider.</p> <p>(To be completed for next class, 9)</p>
Objectives	<ul style="list-style-type: none"> • Present a preliminary version of a fashion collection including operational, technical, and managerial areas (of consideration) • Provide a preliminary conceptual and aesthetic research informing a personal fashion collection • Professionally organize an operational roadmap to develop a personal project – fashion collection • Use research tools and (re)sources to draft a preliminary version of a fashion collection project
Readings/Assignments	Toby Meadows, How to set up & run a Fashion Label recap of the subjects studied (class 1-5)

Lesson 7	
Meet	In class
Exam	Midterm Exam

Lesson 8	
Meet NA	Academic Break

Lesson 9	
Meet	In class

Lecture	<p>Lecture</p> <p>In-class presentation and discussion - on the activity from class 6</p> <ul style="list-style-type: none"> • From visual research to materials: categories, performances, limits, and selection • Materials I – an overview by categories: organic, natural, and synthetic fibers. • Assessing materials performance II – an aesthetic, technical, and price evaluation • Materials III: permits, licenses, and limits <p>In-class activity: while analyzing the different materials, take note of the potential ones you may use for your collection. In a short reflection paper (250-550 words) explain why you decided the given material(s) and what may be the derived implications of such a choice – aesthetically, technically, formally, and cost-wise.</p>
Objectives	<ul style="list-style-type: none"> • Navigate fashion materials and understand recognized macro-categories • Evaluate the aesthetic, technical, and features of various fashion materials • Know the legal and business implications of using special fashion materials • Select fashion materials to develop a personal fashion collection
Readings/Assignments	<p>Toby Meadows, How to set up & run a Fashion Label p. 113-118</p> <p>Read the article: https://fashionforgood.com/our_news/15-innovations-set-to-change-the-fashion-industry/</p> <p>Complete in-class activities I and II for next class, 10</p>

Lesson 10	
Meet	In class
Lecture	<p>Lecture • From materials to sketching I: sketching and line up sheets – of all the 5 outfits composing the collection – guided demonstration by the Instructor</p> <p>In-class activity: following the Instructor's procedures, sketch, prepare the line-up sheets of your collection (to be completed for next class, 11)</p>
Objectives	<ul style="list-style-type: none"> • Professionally organize the sketching stage - for a personal fashion collection • Coherently organize formal, aesthetic, and technical elements composing the (personal) fashion collection • Liaise with the Instructor in a professional way – demonstrating a certain grade of independence and professionalism throughout the process • Respect procedures, stages, and deadlines – reflecting the process in the industry
Readings/Assignments	<p>Complete the in-class activity by next class, 11</p> <p>Lesson 10 Myfua handouts</p>

Lesson 11	
Meet	In class
Lecture	<p>Lecture</p> <ul style="list-style-type: none"> • Class check point: revise the sketches from previous class, 10 • From materials to sketching II: finishing line up sheets, and make the technical drawings– of all the 5 outfits composing the collection <p>In-class activity: continue technical drawings of the 5 outfits composing your collection – by next class, 12</p>
Objectives	<ul style="list-style-type: none"> • Finalize the sketching stage professionally – respecting guidelines, deadlines, and collaborating with the Instructor • Have a professional knowledge of the formats, tools, and (re)sources employed in the technical drawings stage
Readings/Assignments	<p>Complete the in-class activity by next class, 12</p> <p>Lesson 11 Myfua handouts</p>

Lesson 12	
Meet	In class
Lecture	<p>Lecture</p> <ul style="list-style-type: none"> • Class check point: revise the technical drawings from previous class, 11 • From technical drawings to tech-sheets: set technical drawings on the tech-sheets– of the 5 outfits composing the collection – guided demonstration by the Instructor <p>In-class activity: prepare the tech-sheets of the 5 outfits composing your collection (to be completed by next class, 13)</p>
Objectives	<ul style="list-style-type: none"> • Observe how to import from technical drawings to tech sheets • Comprehend the importance of tech sheets within a fashion collection creation process • Link stages and procedures to produce a fashion collection
Readings/ Assignments	<p>Complete the in-class activity by next class, 13</p> <p>Lesson 12 Myfua handouts</p>

Lesson 13	
Meet	In class
Lecture	<p>Lecture</p> <ul style="list-style-type: none"> • Class check point: revise the tech sheets from previous class, 12 • Set the technical package: provide details concerning production, materials, and finishing – guided overview by the Instructor <p>In-class activity: prepare and finalize the technical package (providing information about production, materials, and finishing) (to be completed by next class, 14)</p>
Objectives	<ul style="list-style-type: none"> • Understand the importance of a technical package to finalize and present a personal fashion collection • Know and provide the elements of a technical package to professionally present a personal fashion collection • Finalize a personal fashion collection, providing technical, production, formal, and cost details
Readings/ Assignments	<p>Complete the technical package by next class, 14</p> <p>Toby Meadows, How to set up & run a Fashion Label p. 118-119</p>

Lesson 14	
Meet	In class
Lecture	<p>Lecture</p> <ul style="list-style-type: none"> • In-class presentation (and discussion) of the fashion collection – including all the technical, aesthetic, conceptual, managerial, merchandising, and operational aspects • General review
Objectives	<ul style="list-style-type: none"> • Professionally present a self-produced fashion collection • Explain the different production stages involved in the creation of the single items, and in the whole fashion collection • Provide a self-critical assessment on the produced collection • Elaborate critical considerations on the collection produced by peers (classmates) • Demonstrate a technical, formal, and aesthetic coherence throughout the production process
Readings/ Assignments	<p>Revise collection based on presentation feedback and review for the final exam.</p>

Lesson 15	
Meet	In class
Exam	Final Exam