

**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 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. Studies of fashion designers and 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:

- 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.
- 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. Unofficial transcript submission required.

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):

- Meadows, Toby. *How to set up & run a Fashion Label*, Laurence King Publishing, 2019.

The textbook is mandatory for course participation and completion. Where applicable additional materials may 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

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

20% Final Exam

25% Final Project

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 consists of a submission due on Lesson 6. For further details consult the course portal

Final Exam: The final exam accounts for 20% of the final course grade. 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 exam is cumulative.

Final Project: The final project accounts for 25% of the final course grade. Students will design and develop a collection of at least five distinct items. The project will provide students with the opportunity to synthesize all the acquired skills, from initial concept to final execution.

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	Introduction to the Course Syllabus Fashion Collection Production: Operational, Functional, and Procedural Overview Case Studies Analysis: How to Acquire, Imitate, and Replicate Creative and Production Models
Objectives	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
In-class Activity	Identify an art director and/or a fashion business you are interested in and, in a short reflection paper, explain the aesthetic, compositional, material, target, and technical features characterizing the brand (250-450 words) (to be completed for next class, 2).
Readings/ Assignments	Read: Toby Meadows, <i>How to Set up & Run a Fashion Label</i> , pp. 15-19 Assignment #1 assigned, due by next class meet: <ul style="list-style-type: none"> • Complete the in-class activity

Lesson 2	
Meet	In class
Lecture	Brand and Brand Identity and the Buyer Persona
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

	<ul style="list-style-type: none"> • 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
In-class Activity	Draft a preliminary idea of what brand your fashion collection should have; what buyer persona it could best profile.
Readings/Assignments	Read: Toby Meadows, <i>How to Set up & Run a Fashion Label</i> , p. 79-83

Lesson 3	
Meet	In class
Lecture	From the Buyer Persona to the Market: Intercept Trend Forecasting Agencies to Collect, Process, and Use Data From the Pre-Production Stage to Distribution: Positioning and Pricing a Fashion Collection
Objectives	Understand the importance of trend forecasting agencies to develop a personal fashion collection Be able to visualize the steps from the pre-production stage to distribution Understand the concepts of positioning and pricing within a fashion collection development process
In-class Activity	Draft a preliminary idea of what a trend forecasting agency could do to optimize sales and brand influence. Then, starting from the preliminary version of the collection you have been creating in the previous classe, formulate a potential positioning, pricing, and promotion strategy featuring your collection.
Readings/Assignments	Read: Toby Meadows, <i>How to Set up & Run a Fashion Label</i> , pp. 89-97, p. 81-85, p.105-109

Lesson 4	
Meet	In class
Lecture	Distributing and Promoting a Fashion Collection: Channels, Figures, Methods, and Strategies Conceive, Design, Produce, and Distribute a Fashion Collection
Objectives	Gain an understanding about the channels, figures, methods, and strategies involved in the distribution chain of a fashion collection. Be able to apply theoretical principles to tangible case-studies. Be able to use distribution and promotion strategies on a personal preliminary fashion project.
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.
Readings/Assignments	Read: Toby Meadows, <i>How to Set up & Run a Fashion Label</i> , pp. 84-85 Assignment #2 assigned, due by next class meet: <ul style="list-style-type: none"> • Complete the in-class activity FINAL PROJECT OVERVIEW.

Lesson 5	
Meet	In class
Lecture	From the Industry to the Self: Revise all the Contents (comparative cases; brand identity; buyer persona; trend forecasting) and Organize the Pre-production Stage of your Collection
Objectives	Be able to present a preliminary version of a fashion collection including operational, technical, and managerial areas of consideration. Be able to provide a preliminary conceptual and aesthetic research informing a personal fashion collection.

	Be able to professionally organize an operational roadmap to develop a personal project. Be able to use research tools and resources to draft a preliminary version of a fashion collection project.
Visit/Lab	Research, organize, and elaborate the visual research for your fashion collection. Use the same analytical structure with your collection and identify potential challenges, changes, and amendments you may consider.
Readings/Assignments	Read: Toby Meadows, <i>How to Set up & Run a Fashion Label</i> . Recap of the subjects studied. MIDTERM ASSESSMENT ASSIGNED, due prior to next class meet.

Lesson 6	
Meet	In class
Lecture	From Visual Research to Materials: Categories, Performances, Limits, and Selection <ul style="list-style-type: none"> • Materials I Overview: Organic, Natural, and Synthetic Fibers • Assessing Materials Performance II: Aesthetic, Technical, and Price Evaluation • Materials III: Permits, Licenses, and Limits
Objectives	Be able to navigate fashion materials and understand recognized macro-categories. Be able to assess the aesthetic, technical, and features of various fashion materials. Gain knowledge about the legal and business implications of using special fashion materials. Learn how to select fashion materials to develop a personal fashion collection.
Visit/Lab	While analyzing the different materials, take note of the potential ones you may use for your collection.
Readings/Assignments	Read: Toby Meadows, <i>How to Set up & Run a Fashion Label</i> , pp. 113-118

Lesson 7	
Meet	In class
Lecture	From Materials to Sketching I: Sketching and Line up Sheets of All the 5 Outfits Composing the Collection
Objectives	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
Visit/Lab	Sketch your collection and prepare the line-up sheets.
Readings/Assignments	Lesson 7 course platform handouts Assignment #3 assigned, due by next lesson: <ul style="list-style-type: none"> • Complete the in-class activity

Lesson 8	
Meet	In class
Lecture	From Materials to Sketching II: Finishing Line up Sheets, and Make the Technical Drawings– of All the 5 Outfits Composing the Collection
Objectives	Be able to finalize the sketching stage professionally. Gain a professional knowledge of the formats, tools, and resources employed in the technical drawings stage.
Visit/Lab	Sketch your collection and prepare the line-up sheets.
Readings/Assignments	Lesson 8 course platform handouts

Lesson 9	
Meet	In class
Lecture	From Technical Drawings to Tech-sheets: Set Technical Drawings on the Tech-sheets of the 5 Outfits Composing the Collection
Objectives	Observe how to import from technical drawings to tech sheets. Understand the importance of tech sheets within a fashion collection creation process. Be able to link stages and procedures to produce a fashion collection.
Visit/Lab	Prepare the tech-sheets of the 5 outfits composing your collection
Readings/ Assignments	Lesson 9 course platform handouts FINAL PROJECT DUE

Lesson 10	
Meet	In class
Lecture	Set the Technical Package: Provide Details Concerning Production, Materials, and Finishing Presentation and Discussion of the Fashion Collection General Review
Objectives	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. Be able to finalize a personal fashion collection, providing technical, production, formal, and cost details. Be able to explain the different production stages involved in the creation of the single items, and in the whole fashion collection.
Visit/Lab	Prepare and finalize the technical package (providing information about production, materials, and finishing).
Readings/ Assignments	Read: Toby Meadows, <i>How to Set up & Run a Fashion Label</i> , pp. 118-119 Final Project Presentation

Lesson 11 Final Exam	
Meet	In class
Lecture	FINAL EXAM