

Three-year BA Program in Fashion Design



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Introduction

Educational Philosophy

The three-year BA Program in Fashion Design offers a University-level training aimed at providing a strongly professional education in the different creative roles of the fashion system. The program aims at investigating the potential that - starting from research on clothing - can be extended to other areas of the fashion sector (accessories, textiles, interiors, exhibition and stage sets, multimedia displays) and to the related design subjects (design and architecture). The program is oriented towards project and technical experimentation and towards cultural and methodological innovation with a focus on the creative markets of the next decades. Design skills and cultural sensitivity are developed in a research context that moves around body, the world of the senses, space and goes through the traditional segments of the textile-clothing sector (knowledge of materials, textile-applied creativity, style and pattern-making, planning of the collection and of accessories) and conjugates them together with the training of the visual culture, thus permitting a creative and critical approach to the phenomenon of fashion.

Didactic Methodology

During the first two years students follow educational paths that go through the main concept design and production development areas in order to be able to choose with which professional profile to present themselves on the job market. The two main specialisation fields are Fashion Design and Fashion Set and Display Design.

In Fashion Design students study into detail the clothing and style areas while in Fashion Set and Display Design students develop design skills in the field of accessories, exhibition and stage sets for fashion display and communication. Designing in these fields is extremely experimental in all its phases: from concept development to creative and production processes through the exploration of new fashion horizons.

Professional Profiles

The educational path is aimed at providing students with plausible theoretical, professional and production tools to face markets that are being radically transformed and redesigned. Besides the traditional roles of the stylist, the model-maker and the textile and accessory designer operating in companies and professional studios, the program is focused on training professionals capable of working in the field of fashion communication and display (retail, publishing industry, show business).

Projects and Activities

During the three-year BA Program, students are encouraged to participate in contests and to develop external projects that prepare them for the future experience in companies and in various cultural contexts both in Italy and abroad. During the academic year 2007/08 many projects were carried out, among which it is worth mentioning: *Moda Etica* in collaboration with fashion associations in the emerging countries that exhibited their collections during the Ethical Fashion Show in Paris, *Work Garments* that envisaged the organisation of a catwalk of elegant hats for the women workers of Cotton Factory “Cotonificio di Perosa Argentina”; the contest “Decolife” that conjugated safety and elegance for citizens riding their bikes in Milan. The collaboration with the atelier of the Palazzo dello Sceicco di Abu Dhabi (Sheik’s Palace in Abu Dhabi) enabled students to make an internship abroad and take part in a contest for the realisation of clothes and accessories for the United Arab Emirates. NABA is one of the founding members of the Platform of the Fashion Training System that joins the National Fashion Chamber, the Assessorato alle attività produttive della provincia di Milano (a compartment of Milan’s Provincial Government in charge of manufacturing activities) and the most important Fashion Schools in Milan.

For more information on the projects carried out by NABA Fashion Design students, please visit:

www.do-knit-yourself.com

www.piattaformamoda.it

www.feedonfashion.it

Professors

Program Director

ANNA BARBARA. Anna Barbara graduated in 1993 in Architecture and she has always dealt with the relationships between sensoriality and architecture, places, objects and art. In 2000 she won the scholarship of the *Canon Foundation* at the *Hosei University* of Tokyo in Japan. She was professor at the *Kookmin University* of Seoul in South Korea and at the *Università dell'Immagine* in Milan, at the *Politecnico di Milano* at the Faculty of Industrial Design and she held courses and lectures in many foreign universities (the Philippines, United States, Japan, United Arab Emirates, Israel, Spain, Brazil, France, Singapore, etc.). She was a jury member in many international contests in the field of architecture, design, fashion and took part in Biennale and festivals with exhibition displays and installations on the sensorial theme. In 1997 she founded a studio of women designers, *E123*, and in 2003 the experimental design laboratory *LAB_* that is active at an international level. In the past few years she has been carrying out research in the "Archi-Textile" field, that is on the relationship between space and textiles.



"I think that studying fashion today is increasingly more similar to learning a cultural, social and aesthetical tool to go through the most significant transformations that the contemporary world is undergoing. The study of fashion thus becomes not only a possible aim, but also an important professional and creative tool for students. For this reason, NABA School of Design has an extremely experimental character and looks for new disciplinary and expressive connections but also for other conceptual paths and unknown markets. Creativity is therefore directed towards industrial, artistic but also entrepreneurial experimentation.

The idea of an ever-changing world, where it is not possible to spot precise trends, foster the development of individual entrepreneurial design skills in the fashion sector, and also in other sectors, with different approaches. Design themes and potentially growing unexplored production contexts are experimented and new professional standards and new creative qualities are defined.

NABA School of Fashion Design works on the social dimension of fashion, on the participative processes, on joint creative methodologies, on fashion activism, on ways of inhabiting the body through the new fashion languages".

Anna Barbara

Director of the three-year BA Program in Fashion Design and of the two-year MA Program in Textiles and New Materials Design

Professors 2009/2010

Simone Balsamo, Anna Barbara, Silvia Barna, Benedetta Barzini, Franca Bertagnoli, Silvio Bettarelli, Marta Bettiga, Denise Bonapace, Massimo Caiazzo, Vito Calabretta, Anna Cardani, Fabio Carlini, Alfonso Casuccio, Claudio Cetina, Cesare Conca, Cristina Del Buono/Dissociate, Stefano Delli Veneri, Edmondo Erba, Caterina Filice, Eleonora Fiorani, Savino Giuralarocca, Martina Grasselli, Francesca Grazzini, Alessandro Guerriero, Giancarlo Majorino, Massimo Martignoni, Nancy Martin Stetson, Lucia Mauri, Raphael Monzini, Nicoletta Morozzi, Patrizia Moschella, Pierluigi Mosconi, Orietta Pelizzari, Antonio Piccirilli, Lorenza Pignatti, Serena Piller, Liouba Popova, Laura Quarenghi Wray, Matteo Ramundo, Carolina Rapetti Mogol, Clara Rota, Cinzia Ruggeri, Marina Spadafora, Alessandra Spranzi, Rosita Zagorgo, Marco Zappa.

Program Coordinator

Silvia Tirrito

Program Curriculum Fashion Design

	AF SUBJECT	CFA	
I YEAR	B HISTORY OF COSTUME AND FASHION I	6	
	B HISTORY OF MODERN ART	6	
	B TECHNOLOGY OF MATERIALS I Pattern-making and Manufacturing Fashion Illustration	8	
	B DIGITAL TECHNOLOGIES AND APPLICATIONS Digital Drawing CAD	6	
	C TEXTILE DESIGN I Textile Design Textile Culture	8	
	C FASHION DESIGN I Fashion Methodology Participated Fashion	12	
	A BODY PHENOMENOLOGY	6	
	TOTAL CREDITS 1ST YEAR		52
	II YEAR	B PATTERN-MAKING I	8
		B HISTORY OF CONTEMPORARY ART I	6
C TEXTILE DESIGN II Textile Design Knitwear		8	
C ACCESSORIES DESIGN Accessories Design Fashion Accessories		8	
C FASHION DESIGN II Methodology Ethical Fashion Observatory Colour 1 subject to be chosen among the following*		12	
A* PHOTOGRAPHY		6	
A* PAINTING AND VISUAL ARTS I			
A* THEATRE COSTUME			
A MARKETING AND MANAGEMENT		6	
A SEMIOTICS		6	
TOTAL CREDITS 2ND YEAR		60	

	AF SUBJECT	CFA	
III YEAR	1 subject to be chosen among the following*		
	B* TECHNOLOGY OF MATERIALS II	8	
	B* PATTERN MAKING II 1 subject to be chosen among the following*		
	C* FASHION DESIGN III (PRODUCT)	12	
	C* FASHION SETTING		
	A CONTEMPORARY ART PHENOMENA	6	
	A HISTORY OF COSTUME AND FASHION II 1 subject to be chosen among the following*	6	
	A* HISTORY OF CINEMA AND VIDEO	6	
	A* AESTHETICS 1 subject to be chosen among the following*	6	
	A* DECORATION	6	
	A* DESIGN		
	A* THEATRE COSTUME		
	TOTAL CREDITS 3RD YEAR		44
	- Conferences and cross-disciplinary seminars Extra-curricular projects Internships International Exchange Programs		8
	- English		4
- General IT		4	
- Final Exam		8	
TOTAL CREDITS FOR MANDATORY ADDITIONAL TRAINING ACTIVITIES		24	
TOTAL CREDITS FOR THE THREE-YEAR PROGRAM		180	

LEGEND:

- AF Learning Activities: Subject Type according to the classification made by the Italian Ministry of Education University and Research (MIUR)
 CFA Academic Educational Credits: equivalent to University Educational Credits (CFU)
 B Basic Learning Activity
 C Subject Specific Learning Activity
 A Subject Related Learning Activity
 * Elective Learning Activities

Subjects - 1 year

History of Costume and Fashion I

The course consists in the analysis of costumes, composed of garments, accessories, hairstyles and make-up, as a form of an individual and collective language and communication within society and in different historical periods. This analysis also includes the historical evolution in the construction of costumes (draping, cutting techniques, use of materials). In the first year students will analyse the evolution of the shapes and of the costume construction and decoration techniques, from draping to cutting techniques, starting from ancient Egypt times, through Mesopotamia, Crete, ancient Greece, up to ancient Rome and study the relationship between body and costume in the various civilizations, up to the late Sixteenth Century.

History of Modern Art

(cf. subjects of the three-year BA Program in Painting and Visual Arts)

Technology of Materials I

Pattern-making and Manufacturing: it provides students with the main notions for the manufacturing of garments (patterns, application on fabric, cut of fabric, manual and machine manufacturing) and with the traditional and innovative finishing methods of garments. More in detail the course will aim at providing students with the techniques necessary to make models for menswear and womenswear collections in an autonomous and professional way. For every garment a paper pattern will be produced.

Fashion Illustration: this course aims at teaching students how to use drawing and its expressive and decoration character as well as making them understand its meaning. Fashion pattern drawing and wearability will be studied in depth.

Digital Technologies and Applications

Digital Drawing: the course allows the acquisition of the theoretical-practical basic notions of digital graphic representation and photo-retouch through standard software such as *Adobe Photoshop* and *Adobe Illustrator*. Objective of the course is to provide students with

the basic elements for the visualisation and presentation of their projects, in order to progressively create a digital portfolio of their works starting from the first year.

CAD: the course comprises the reading and representation of the project, the rules of form through the use of the unified software *Autocad 2004* with an evolution from the bi-dimensional to the three-dimensional drawing up to technical drawing and pattern-making.

Textile Design I

Textile Design: the course allows experimentation with structural Design, (coinciding with the pipeline of textile transformation) and to show students the differences between structural Design and surface Design. The course goes into some of the most important processes in the sequence of textile transformation, in which the designer can intervene in a decisive way.

Textile Culture: the course introduces to textile and non textile materials for garments and accessories, to the traditional techniques and to the most advanced applications used by Italian companies. Knowledge of textiles and materials (with particular reference to innovative materials) and of the techniques involved in the design and fashion production processes will be developed.

Fashion Design I

Fashion Methodology: project development it introduces students to the professional methods of Fashion planning: the identification of a trend, the study of a concept and a style, the realization of a mood-board, the communication of a theme through images, the elaboration of colour cards, materials cards, shapes and models.

Participated Fashion: this course develops a method of approach from the idea/concept up to the production of a garment. The program develops a critical culture of Fashion positioning in the contemporary culture.

Body Phenomenology

The body represents the main medium around which fashion is invented. Forgetting about its sizes, its real physical dimension, its shape is an anti-historical abstraction by which we should not be

seduced. The debates on the body are those related on the primary essence of fashion and we should start right from there. The course is intended for first-year students and is aimed at highlighting that the body and its sensations are the subjects of the fashion creativity that will be analysed: bodies of tired women, of happy men, of spoiled children, of seductive elderly people, of temporary workers.

Subjects - II year

Pattern-making I

Students will acquire pattern-making competencies for all clothing items (trousers, suits, bustiers, shoulder-pieces), up to the realization of a final book where all the basic schemes and their variants are catalogued. It leads students to develop prototype garments introducing industrial and tailoring techniques.

History of Contemporary Art I

(cf. subjects of the three-year BA Program in Painting and Visual Arts)

Textile Design II

Textile Design: the course goes into the specific tools and methods for the planning of textile design. Students will develop free-hand and software-aided texture projects for the clothing sector, considering the supporting material and the industrial printing processes. The practical exercises are integrated by theoretical lessons on the industrial printing processes and on the role of printed fabrics in the contemporary scenario of Fashion.

Knitwear: the Knitwear course leads students to develop an individual project of garments and accessories through the needles technique and the use of knitting machines in order to carry out actual research and experimentation on the matter, on the techniques and on the entire planning route from ideation to production.

Accessories Design

Accessories Design: this course is devoted to the experimentation with plastic materials in order to make accessories on the basis

of conceptual and aesthetic research applying methods that are commonly used in the design field.

Fashion Accessories: starting from an analysis and understanding the accessories and leather market, students will develop a collection through the use of a colour card as well as through image and texture research, applying methods that are commonly used in the fashion design sector.

Fashion Design II

Methodology: the course is divided into two semesters: in the first semester it deals with a project theme that changes every year and that leads students to confront themselves with a concrete need expressed by the market, encouraging them to create new proposals and new ways for the Fashion planning.

Ethical Fashion: in the second semester, the more specific issue of ethical fashion will be analysed: students will be encouraged to elaborate and communicate in a suitable way collection proposals that will be developed individually or in groups having in mind the ethical and non-profit market.

Observatory: this seminar aims at giving students a complete view of the entire project: concept, research and project. In addition to this, an inter-disciplinary approach aimed at fostering students' observation and experimentation skills will be adopted.

Colour: during this seminar students will consider and discuss about colours from a symbolical, historical and perceptive point of view, making reference to communication and fashion.

Photography

(cf. subjects of the three-year BA Program in Painting and Visual Arts)

Painting and Visual Arts I

(cf. subjects of the three-year BA Program in Painting and Visual Arts)

Theatre Costume

The course consists in the analysis of the statistical features of historical costumes with reference to their evolution into theatre costumes. There will be a reconstruction of the cutting techniques of

historical costumes, a creative realisation of costumes - both historical and original - created by students that will learn costume elaboration techniques of textiles.

Marketing and Management

Students will acquire the basic elements of marketing, the present consumption trends and the current sociological changes. They will learn how to make a marketing plan by analysing all steps involved in the launching plan of a new product. The course also aims at developing a sensitivity towards the issues of self-enterprise, licensing, and market forms that are alternative to the dominant ones.

Semiotics

The course provides the theoretical-methodological tools needed to decode the functioning of the Fashion system: the ways through which it produces meanings, values and identities as well as the relations occurring between Fashion and Design and between Fashion and Communication in order to build a project concept. The course first analyses Fashion as a body language and as a project of ideas to wear, and then goes through the different communication forms of Fashion, its advertising language and the ways through which not only brand identities but also identities of new subjects and lifestyles are built.

Subjects - III year

Technology of Materials II

This course offers the theoretical-practical basic notions to organise and manage spectacular events for the Fashion sector. It is a practical experience aimed at the production of a performing event that can be produced individually or in teams and, especially, by exploiting all the professional roles present in the Academy, thus learning how to manage the different professional skills involved in the organisation of an event.

Pattern-making II

This course goes into the skills acquired in the previous years through the creation of garments personalised by students, from the sketch to the pattern up to the production of the finished garment in all its parts. This course supports the design part of the Fashion Design III course from a technical and practical point of view.

Fashion Design III (Product)

Students are asked to elaborate a complete collection (mood book, colour and fabrics cards, icon garments, production grid) following a theme that changes every year from the concept stage up to the realisation of product garments.

Fashion Setting

This course is a laboratory that introduces students to the job market in the area of fashion that is not strictly connected with the manufacturing world. Students will be encouraged to elaborate and prepare a performing event able to put on stage the other dimensions of garments and fashion. The course aims at designing an environment equipped with all the aesthetical features and those related to theatre design such as light, sound, perfume and taste that become fashion design tools going beyond garments.

Contemporary Art Phenomena

The course aims at guiding students through an exploration and critical analysis of the images coming from heterogeneous disciplines and languages characterising contemporary “visual culture” in order to enrich their visual and cultural background and lead them to the definition of new aesthetical morphologies and an original expressive universe. Students will visit exhibitions, take part in conferences and meetings on the relationship between the various languages of artistic expression (fashion, photography, graphic design, contemporary art, music).

History of Costume and Fashion II

In the second year of the course, students will analyse the aesthetical ideal of each historical period in connection with the socio-cultural, political and religious context in order to understand why specific

silhouettes, materials and colours starting from 1600 up to the present have been made.

History of Cinema and Video

(cf. subjects of the three-year BA Program in Media Design and Multimedia Arts)

Aesthetics

(cf. subjects of the three-year BA Program in Painting and Visual Arts)

Decoration

Decoration is something totally different from what is traditionally intended with project as it does not involve any forecast, organisation and use hypothesis. Decoration has “no tasks”, its status consists in presenting itself as communication of sensations, as consumption phenomenon in itself, as a list of personal values. Students will be encouraged to deal with three-dimensional objects as they were painting, looking for pieces of visual thoughts in themselves in order to make decoration and its expressive and poetical vocation living.

Design

This subject consists in a design lab studio aimed at fostering the development of students’ design, organisational and self-entrepreneurial skills. It envisages collaborations with companies, institutions and local governments directed towards the production of public events.

