



WOMEN'S WEAR DESIGN

Who is a Fashion Designer?

A fashion designer is the person that designs a collection, but is also responsible for the planning, translating and transforming the mood and look of society.

Fashion designers create original clothing, accessories, and footwear. They sketch designs, select fabrics and patterns, and give instructions on how to make the products they designed.

Objective of Instruction

Creativity is difficult to explain, especially in fashion. Designer must be able to express their creation through sketches.

In our course the purpose is to prepare the students for the professional reality of the fashion world, not only developing the individual creativity, but also to acquire the necessities of the Fashion Industry.

This course is particularly structured as real work experience, not only the theoretical study: at the end of course each student will have an own portfolio.

Program

The course is gaining by a manual part - in which students will have to realize an own prototype of human figure by free hand - and a computer assisted part, in which the students will insert their own prototype into the pc and will start to give them colour through Photoshop for reaching a more realistic result.

Some topics

1. Drawing techniques Free Hands	
Face, its structure and expressions	- Eyes - Mouth - Nose
Body figure	- Hand & Body
Product Design	- Item Analysis (Coat, Jacket, Fur, Cape, Waist coat, Shirt, Dresses, Pants, Skirt, Knitewear...) - Details Analysis - Volume
Coloration Techniques	
2. Fabrics	
Knowledge	Knowledge and recognize fabrics How fabric fit on body
Realize Mood board	
3. Coloration Techniques Computer Assisted (Photoshop)	
Coloration Techniques	- Render with real fabrics and accessories - Shade out
4. Technical Sheet (Illustrator)	
5. Collection Planning in relation to Target/Season/Style	
6. Collection Design	
7. Special Projects	
8. Virtual Portfolio	

(Go on page 3 for the complete topics list)

Course Learning Outcomes

- Use of Adobe Photoshop & Illustrator;
- Gain ability of sketching techniques for design and technical drawing;
- Gain ability of textile knowledge;
- Gain the sense of creating mood boards
- **During the course the student will create a book which can be used as a Personal Portfolio presentation work.**

Career Outlet

Generally Fashion Designer can work as a freelance or for a fashion maison.

He is responsible for creating collections. He sketches designs, selects fabrics and patterns, and gives instructions on how to make the products he designed.

He works with marketing team, production team, prototype office and quality management.

Level

Beginners.

Material

Notebook - 4H pencils - Tracing paper - Soft eraser - Pencils - Pencil sharpener - Fine black fibre tip pens - A4 paper - Scissors - Glue stick - Laptop Computer - USB Memory stick - Photoshop - Illustrator (it's possible downloading the 30 days trial version) www.adobe.com

Age of student

Courses are open, so everyone can attend our courses. But minors must send parent's permission.

Available Schedule Duration

Normal Duration

Daytime 6 months - 4 days a week (Monday to Thursday) full-time (Photoshop & Illustrator Lessons included)

Daytime 3 months - 4 days a week (Monday to Thursday) full-time (Photoshop & Illustrator Lessons included)

Short Duration

Daytime 1 month, Full-Time: 4 days a week (Monday to Thursday)

Daytime 1 month, Part-Time: 4 days a week morning or afternoon (Monday to Thursday) - introduction course.

Daytime 2 weeks, Full-Time: 4 days a week (Monday to Thursday) - introduction course.

The course begins each Monday.

To enroll is necessary for students to send an Application Form, available on the web site.

There are two different kind of Application Form, depending the period that you attend the course (Ordinary or Holiday Period).

The course is available either in Italian, English, or in Spanish (documents are only in English).

Course's certificate

At the end of the course, students will receive the Certificate of Study issued by the private school of Milan Fashion Campus after the ending of the course.



Milan Fashion Campus

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Milan Fashion Campus

COURSE	NOTES	
<u>1. Free Hand Drawing techniques</u>	<ul style="list-style-type: none"> • Face, its structure and expressions 	- Eyes
		- Mouth
		- Nose
	<ul style="list-style-type: none"> • Body figure 	- Hand & Body
	<ul style="list-style-type: none"> • Product Design 	- Item Analysis (Coat, Jacket, Fur, Cape, Waist coat, Shirt, Dresses, Pants, Skirt, Knitewear...) - Details Analysis - Volume
<ul style="list-style-type: none"> • Coloration Techniques 		
<u>2. Fabrics</u>	<ul style="list-style-type: none"> • Knowledge 	- Knowledge & recognize fabrics
		- How fabrics fit on body
	<ul style="list-style-type: none"> • Coordinate fabrics to create themes 	
	<ul style="list-style-type: none"> • Create Mood boards 	
<u>3. Computer Assisted Techniques (Photoshop)</u>	<ul style="list-style-type: none"> • Coloration Techniques 	- Render with real fabrics and accessories - Shade out
	<ul style="list-style-type: none"> • Virtual Restyling 	- Create new items of accessories using Photoshop and internet
<u>4. Computer Assisted (Illustrator)</u>	<ul style="list-style-type: none"> • Technical Design 	- Vectorial designs
		- Technical sheet
<u>5. Collection Planning</u>	<ul style="list-style-type: none"> • In relation to 	Target
		Season
		Style
		...
<u>6. Collection Design</u>	<ul style="list-style-type: none"> • Create a Collection 	- by free hand drawing in combination of selected fabrics
		- by coloring with Photoshop
<ul style="list-style-type: none"> • Technical Sheet 		
<u>7. Special Projects</u>	<ul style="list-style-type: none"> • Street Market Research 	
	<ul style="list-style-type: none"> • Visit Fashion Exhibitions 	
	<ul style="list-style-type: none"> • On Stage 	- Designing of a star inspired collection
<u>Virtual Portfolio</u>	<ul style="list-style-type: none"> • Create a Portfolio Web Based 	