

# MASTER IN ACCESSORIES DESIGN OVERVIEW

MASTER AWARDED BY NABA  
NUOVA ACCADEMIA DI BELLE ARTI MILANO

# DOMUS ACADEMY SCHOOL OF FASHION

- A professional network-based development experience deeply rooted in the Milan fashion system
- A flexible postgraduate academic structure where one can develop their competences to enter into the Fashion System
- A center of excellence to refine and master advanced skills
- A place where the value of a personal approach is encouraged and supported. Where one can identify their own, personal role in the global fashion system
- A place to develop a balance between craft, vision and individual identity; all within the context of real market demands, both present and future-career driven and career vision

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## **PART A: PROGRAMME SUMMARY INFORMATION**

### QUALIFICATION

(First Level) Academic Master

### PROGRAMME TITLE

Master Course in Accessories Design

### PROGRAMME TYPE

Full Time

### FREQUENCY OF INTAKE

Once or twice per year

### STARTING MONTHS

September and/or January

### COURSE LEADER

Barbara Trebitsch

### LANGUAGE OF INSTRUCTION AND ASSESSMENT

English

## **PART B: PROGRAMME AIMS AND OBJECTIVES**

The Master in Accessories Design aims at bringing students in direct contact with the real fashion field with specific reference to the accessories domain, in Italy and abroad.

The course provides not only the instruments that support students' personal growth, awareness and identity, but also it develops their skills and professional outcomes.

It helps them to enter the professional world either as bags, shoes, leather goods designers - to cover a design management role, marketing, distribution, or communication within the field of Fashion Accessories.

This program is aimed at developing fashion projects to a professional standard, identifying a personal style in accessories design showing a high-level management skills in the development of innovative proposals, presenting a mature interpretation of one's own style in relation to international fashion.

Moreover, Domus Academy ensures that students attending the academy become aware of the great opportunities surrounding them, such as the fact that Milan is an international and design-oriented city with a lot of famous design studios and agencies, research labs, trade fairs and companies. Students at Domus Academy come from about 50 different countries and this fact makes it an international school where different cultures can be met; Domus Academy is part of an international network of university and the teachers of the academy are internationally renowned professionals in their field.

### PROGRAMME LEARNING OUTCOMES

Upon successful completion of the course, students will have:

- Demonstrated an individually driven conceptual research project using research methods and techniques appropriate to professional standards in fashion design practices;
- Demonstrated an understanding of the professional field and their restraints, or ability to deal with requests as well as

being able to interpret their own work in such context;

- Demonstrated a critical and personal development in envisioning advanced process related to the project;
- Effectively demonstrated a reflective and evaluative approach to work which will then allow them to act independently in identifying, implementing and sustaining individual research and practices at professional level;
- Demonstrated innovative approaches to leather goods built on knowledge and awareness of the different technical approaches as well as on different means of communication and distribution;
- Demonstrated self and professional management skills in terms of interaction in a multi-cultural domain, teamwork and time constraints at a professional level;
- Demonstrated an ability to effectively communicate concepts, methods and design proposals in spoken, visual and written form.

#### CAREER OPPORTUNITIES

Students successfully completing the program have different options for their future careers. Most of the students will be able to be employed as designers in fashion or accessories brands.

They will also be able to pursue careers in the fashion field as creative and management consultants or to establish their own brands.

## PART C: ENTRY REQUIREMENTS

### CRITERIA FOR ADMISSION TO THE PROGRAMME (INCLUDING REQUIRED ENGLISH LANGUAGE SCORE)

Eligibility conditions for entering the Master Course are:

- Bachelor Degree or Equivalent
- English Language Knowledge: IELTS 5.0 or equivalent

Applicants are required to submit the Application Package, including:

- Application Form (full and satisfactory completion)
- Copy of Bachelor Degree\* or equivalent
- Transcripts of previous study paths
- IELTS 5.0 Certificate or Equivalent
- Detailed Resumé
- Statement of purpose
- Portfolio of projects

The programme is addressed to candidates holding a bachelor degree in fashion design, accessories design or disciplines related to the programme's field of study. Admission of students with different degrees or diplomas, as well as professionals with a significant experience in the program's field, will be taken into consideration if the applicant is motivated by a research interest towards the program's topics. Upon successfully completing the program the student will receive a Domus Academy Master Diploma.

Participants who are eligible according to NABA rules will receive an Academic Master from NABA.

## \* Degree Certificate

Students holding a non-Italian Bachelor Degree shall contact the Italian Embassy or Consulate in the country where the degree was issued in order to ask for the so called "completion documents", consisting in:

- a. Translation into Italian – made by a certified translator – of the student's Bachelor Degree.
- b. Translation into Italian – made by a certified translator – of the student's Academic Transcripts.
- c. "Dichiarazione di valore in loco" (Declaration of Value) of the student's Bachelor Degree. The "Dichiarazione di valore in loco" is the document attesting that the study qualification obtained in the student's country of residence is valid for accessing Italian Universities or Academies.

## PART D: PROGRAMME STRUCTURE

### COURSE DIAGRAM

The programme lasts 10 months and is full-time.

<b>Courses</b>	<b>Workshop 1</b>	<b>Workshop 2</b>	<b>Workshop 3</b>	<b>Workshop 4</b>	<b>Internship</b>	<b>Final Master Project</b>
ECTS <b>6</b>	ECTS <b>7</b>	ECTS <b>7</b>	ECTS <b>7</b>	ECTS <b>7</b>	ECTS <b>16</b>	ECTS <b>10</b>

*Please, refer to Annex I for Master Structure*

## **PART E: LEARNING TEACHING AND ASSESSMENT STRATEGIES**

### OUR LEARNING AND TEACHING STRATEGY

In the following paragraphs you will find information on the What and the When of our learning, teaching and assessment framework.

The programme of the Master Course in Accessories Design is workshop-based, supported by seminars, tutorials, lectures, work in progress sessions, critiques and a series of tutor led-projects. Through a pro-active relationship with the Course Staff and Project Leaders, students will lead their project work and be supported through consultative and advisory tutorial guidance.

But first a short glimpse on the Who.

We call 'Course Leader' the teacher who has overall responsibility for the course, coordinates the study program, generates ideas and exploits networking opportunities.

The Course Leader invites visiting professors to the academy, coordinates the assessment process and develops workshop themes. On the other hand, Project Leaders are professionals and teachers, chosen among experts of a specific field, whose job is to propose a brief, provide mentorships to students and take part in the assessment of the projects.

Lectures are usually used for the presentation and discussion of theoretical issues. They will often be supported by group discussions, which provide an opportunity for interaction between Faculty and students, and allow students to extend and examine the issues raised. Some activities require students to work in groups. Teams are carefully selected and suitably managed to ensure that all students are aware of effective group processes and contribute to final project outcomes. Formal teaching is supplemented by a range of visiting lecturers and visiting professionals; students will have the chance to attend presentations by designers, artists, critics, industry professionals and academics.

Not only will the meeting and exchange of ideas with leading

professionals offer students the chance to enrich their knowledge but also favour a better career perspective.

### OUR TEACHING METHODS

The teaching and learning methods employed on the Course are designed to help students achieve their individual professional goals along with the learning objective of the Course. Courses prioritize an original "learning by designing" approach, that has been developed by Domus Academy over the years.

The primary vehicle for learning is therefore the project work.

Emphasis is placed on:

- learning and applying a "problem setting" approach, ensuring that students refine their critical skills and apply them throughout their work process;
- fostering a personal creative style and developing an original way of expression;
- developing research skills, which will enable students to source relevant materials, assimilating and articulating relevant findings;
- conceiving concepts and visions capable to bridge creative languages with the actual needs of end users by interpreting a brief, often based on a real design assignment, in order to design a project that can match, or even exceed, the company's expectation.

Student work is constantly supported by the Faculty and visiting lecturers, and designers.

### WORKSHOPS

Workshops are project assignments designed to give students a working knowledge of different core subjects. All set projects start with a presentation of a brief, which outlines the subject, scope and purpose of the workshop. The workshop culminates in an open presentation to the faculty and invited professionals.

During all presentations, an open discussion on the outcome

16 of the project is held in front of a Board chaired by the Course Leader.

Feedbacks to students are also part of the final assessment given to students after the presentation. The Course Leader and the Project Leader are available to further discuss assessments with students when required.

Students work in multi-cultural and international teams to enhance their capacity for teamwork as well as to expose them to a comparison with different backgrounds and cultures. Students work in mixed groups to support the building of a common mindset and to share previous experiences.

Students are exposed to different points of view in the design field, working with designers and companies. One of the purposes of this exposure is to give students the broadest view possible of the design field in order to support them in the selection of the area in which to concentrate their future careers.

## LECTURES

Lectures encompass key lectures, case histories and discussions on a selected range of topics. The Course Leader also invites designers, researchers, stakeholders, and representatives of companies to present their work and ideas as a link between the specific discipline perspective and the broader cultural/ economic context.

## PRACTICAL/LABS

Practicals and Labs introduce different tools & techniques aimed at developing skills, addressing specific stages of the design process. In Practical/Labs sessions, students work both in groups and individually in order to complete brief skill-based exercises and assignments.

## INTERNSHIP

The internship is the key step of a process in which the student is individually followed, in the light of matching the assessment of the students' skills and aspirations with the

requirement of key stakeholders: manufacturing and service companies, public institutions, design studios, consultant in creative fields.

It's the moment when students have the chance to test what they have learned in real working environment. Moreover, it is a unique opportunity to develop a network of personal relationship within the design field of choice.

## FINAL MASTER PROJECT

The Final Master's Project is an individual project in which the student investigates a set theme. Themes are chosen by students within a research framework agreed with the faculty. The Final Master's Project culminates in an open presentation delivered by the student during the Final Exam.

When applicable, collaboration with Companies is set for the Final Master Project. The focus remains on the educational side, giving priority to the effective student's learning by carrying out a project in a "close-to-reality" environment. Companies' representatives provide feedbacks to students, moderated by Faculty, and they should represent an additional opportunity for students to set a reality check about their own approach to design professions.

## ASSESSMENT SYSTEM

The main goal of the assessment system is to monitor how students have developed the design and technical competencies required to be awarded an Academic Master.

Assessment is done by evaluating each student with a 1 to 30 mark given at the end of every workshop, and through a qualifying examination given at the end of each theoretic course. The admission mark to the final exam is calculated by arithmetic average which takes in consideration all the marks taken after each workshop.

Students will receive 0-110 (pass 70 or above) as overall evaluation. The Diploma Examination Board may award up to 10 points for the Final Project. Honours may be awarded on the basis of the Board assessment of study programs, dissertations and portfolios.

## PART F: STUDY PLAN

### FASHION SYSTEM AND FASHION SYSTEM MARKET ANALYSIS

The initial courses provide the tools necessary to acquire a knowledge methodology based on research and analysis inputs deriving from anthropology and psychology; they explore marketing practices in the field and the tools to knowingly approach the Italian and international market. They offer a wide overview aimed at the knowledge of the history of Fashion, both Italian and international, up to its recent developments; they propose to the students a pathway into the contemporary arts expressions, focusing on the elements of synergy and contamination between contemporary art, social context and fashion

### WORKSHOPS – ACCESSORIES DESIGN DEVELOPMENT

Workshops deal with the crucial aspects of accessories design. The sequence of workshops is managed by the Course Leader with the aim to exploit, reach and challenge opportunities of cooperative projects with leading companies.

#### WORKSHOP I – RESEARCH

This workshop explores the different research approaches devoted to its development and proposes a methodology arising from a socio-economic forecasting approach. Students are working in teams bringing together different cultural origins in developing common based research and an advanced linked international project.

#### WORKSHOP II - THE COLLECTION

The Project develops and further explores research methods applied to different contexts and aims. It investigates the nature of research and its adaptation to design practices. The ability to consider fashion-related issues in an international context and to realize complete collections with specific references to commercial and industrial necessities is of

key importance to the students' individual direction. Research investigation is also applied to material study and development and to experimental design practice.

#### WORKSHOP III – LEATHER GOODS

This workshop consists of an in-depth investigation in both the technical and design aspects of a bag and leather goods collection. Students are requested to apply personal input as well as awareness in the construction of a complete line of accessories.

This workshop is guided on an individual basis in support of the student developing a personal approach to a specific issue such as bags and leather goods. Major importance is given to the research and development of appropriate materials and investigations on different approaches to sourcing. The objective of this workshop is to develop a personal approach to fashion by creating an environment for students to think "out of the box" so as to create new points of view on designing "fashion objects" as a counterbalance to the real international market.

#### WORKSHOP IV – THE SHOE

The area of investigation is dedicated to the development of a professional approach to industry. Students are requested to develop advanced research in the creation of a collection of shoes. The approach is to enhance both the ability to develop personal analysis and approaches to design while still responding to the real constrictions in designing an ergonomic object. The development of a 3D model is very important at this stage, even if it does not have to be perfectly prototyped, in the form of a maquette in order to further develop the ability of the student to think in 3D.

#### TWO KINDS OF INTERNSHIP

The first kind of internship is a work experience in a company working in the disciplinary field and it is a key moment in the developing of the Master in Accessories Design. The internship is the final step of a process in which the student has a one-

to-one tutorship with a deep and balanced evaluation of the student's skills and aspirations, in order to build a career which fits the student's aims.

There is also an in campus internship that takes place over the course and is shaped as an intensive workshop in collaboration with a company. This "campus internship" develops an integrated project strictly related to a practical and actual need (i.e., the resolution of a design problem, or the brainstorming platform of a new project). During this crucial phase the student is mentored on a step-by-step basis, and gains the fundamental experience of dealing with the real world, with real business and with the real people working in the field.

#### FINAL MASTER PROJECT

The final project is an important moment of the overall learning experience, since students here take the chance to critically select adopt and integrate the methodologies learned during the course into a single, consistent body of knowledge

The approach to the project as a whole is intended to stress talent profiling using a combination of intellectual, creative and professional knowledge for different potential professional outcomes; the development of one's own collection of work for the leading fashion industry.

Students will need to produce a coherent body of work that reflects a developing personal integrity and achieves a high level of technical skill. They will need to develop an individual approach to the research and develop the personal investigation, planning and writing of a final report. Students will be expected to demonstrate a clear relationship between their research, text and practical work presented for the Masters' presentation. They will be expected to critically reflect on their own practices as well as that of others, by exploring and identifying the context of their own work within contemporary design. This will include both practical and written elements.

Collaboration with companies and/or designers is intended to add real value and links to the field, while still maintaining

student freedom as far as the selection and development of a personal theme is concerned.

**MASTER STRUCTURE**  
Accessories Design