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
INDEX

PROGRAM SUMMARY .6
AIMS AND OBJECTIVES .8
ENTRY REQUIREMENTS .10
LEARNING TEACHING AND ASSESSMENT STRATEGIES .12
STRUCTURE .14
STUDY PLAN .17
PROGRAM SUMMAR

QUALIFICATION:
(First Level) Academic Master

PROGRAMME TITLE:
Master Course in Fashion Design

PROGRAMME TYPE:
Full Time

HEAD OF INSTITUTE:
Claudio Moderini

HEAD OF FASHION SCHOOL:
Barbara Trebitsch

COURSE LEADER:
Sara Desimon

LANGUAGE OF INSTRUCTION AND ASSESSMENT:
English

Dream. Experiment. Make. The Master in Fashion Design is an in depth integration into the creative, cultural and productive aspects of the fashion system, made out of a daily dialogue between experts of the industry and the need to create an important figure who has the capacity to govern and guide the creative process, from material experimentation to the visual communication of the product. The Master in Fashion Design is a journey of experience and opportunity that skillfully combines theory with important partnerships, which are qualifying and decisive for the path of every Academy student. The purpose of this Master is to respond to the constant changes of the Fashion System and to envision its future by practicing and training all students’ creativity, and promoting instructively their identity and their practical talent, as well as their entrepreneurial skills, and their innovative and critical thinking.
AIMS AND OBJECTIVES

The main objective of the Master in Fashion Design is bringing students in direct contact with the real world of fashion design industry in Italy and abroad. The program will not only provide the students with the instruments to understand how things are done, but also to assist each one in working out the reasons why they are done. Besides the “problem solving” skill, typical of the design culture, students are encouraged to develop a “problem setting” approach, in which the practical knowledge they have gradually acquired becomes part of the individual capability for critical elaboration. The structure of the Master is based upon project experiences in order to make students understand the trends, cultural and contemporary issues influencing the fashion design domain; produce innovative solutions with awareness of the global fashion system; foster a personal creative style and individual expressive language; generate ideas and specify appropriate means of production; demonstrate a deep degree of awareness concerning production in the fashion system; establish an individual mode expression. 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 universities and the teachers of the academy are internationally renowned professionals in their field.

LEARNING OUTCOMES

Upon successful completion of the course, students will have:

• Demonstrated an individually driven conceptual research project using research methods and techniques appropriate for professional standards in fashion design practices;
• Demonstrated an understanding of the professional field and restraints; the ability to deal with requests thus being able to interpret their own work in this context;
• Demonstrated a critical and personal development in envisioning advanced processes related to the project;
• Effectively demonstrated a reflective and evaluative approach to their own work allowing them to act independently in identifying, implementing and sustaining individual research and practices at a professional level;
• Demonstrated innovative approaches to fashion built on knowledge and awareness of the system;
• 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 forms.

CAREER OPPORTUNITIES

The aim of the Master is to train professionals who have the ability to combine their creativity and their organizational skills with theoretical and knowledge with the world of production. Among employment opportunities: Fashion Designer, Creative Director, Textile Designer, Trend Searcher and Product Manager, Cool Hunter or Fashion Editor in fashion brands, design offices, magazines or establishing their own business.
ENTRY REQUIREMENTS

Criteria for Admission to the Program (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 program is addressed to candidates holding a bachelor degree in fashion design, accessories design, design or disciplines related to the program’s field of study that wish to develop their professional skills in the Fashion Industry. Admission of students with different degrees or diplomas 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.
LEARNING, TEACHING AND ASSESSMENT STRATEGIES

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

The program of the Master in Fashion 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 Academic Staff, 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 on a specific Master Program, and whose role is to coach students and to support them in the definition of their learning/professional path. The Course Leader sustains students in their workshop activities and coordinates the assessment process.

On the other hand, Project Leaders are professionals and teachers, chosen among experts of a specific field, whose role is to lead workshop activity by developing a project brief, inspiring and providing guidance to students along the design process, and taking part to 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 favor a better career perspective.

OUR TEACHING METHODS
The teaching methods employed on the program are designed to help students achieve their individual professional goals along with the learning objective. The Master in Fashion Design 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 blend 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 by visiting lecturers and designers.
STRUCTURE

PROGRAM DIAGRAM
The program is organized in four main modules lasting eight weeks each that include courses and workshops, followed by a 12 weeks internship period and a final portfolio presentation.

C: Core Workshop
E: Elective Workshop
F: Free Choice Workshop

WORKSHOPS
Workshops are project assignments designed to give students a working knowledge of different core subjects. All set projects start with the presentation of a brief, which outlines the subject, scope, and purpose of the workshop.

The brief of the workshops is based on research issues defined by the faculty, in collaboration with external professionals (project leaders) and industrial partners, paying attention to fulfil both educational and professional aims.

The workshop culminates in an open presentation to the faculty and invited professionals.

In the development of the projects students will be supported by lectures aimed at broadening their knowledge on the specific investigation theme, inviting designers, researchers, stakeholders and representatives of companies to present their work and ideas as a link between the specific disciplinary perspective and the broader cultural/economic context.

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.

COURSES
Courses aim at providing students, through a combination of lectures, exercises and tutorials, with the appropriate tools and experiences useful for the developing of their professional career. They encompass topics specific to the chosen curriculum, such as Fashion Culture, Fashion and Luxury Marketing and Management and 3D Tools, and topics related to the development of an individual working style and identity, such as Design and Research Methods and Tools, Business for Design and Personal Branding.
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: design 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.

PORTFOLIO
The Master Program will end with a final exam where the student will present his/her own portfolio in front of an Exam Board.
The portfolio realized by each student permits to evaluate and valorize the projects developed during the academic year.

ASSESSMENT SYSTEM
The main goal of the assessment system is to monitor how students develop 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 (pass 18 or above) given at the end of every workshop, and through a qualifying examination given at the end of each theorical 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 10 points for the Portfolio. Honors may be awarded on the basis of the Board assessment of study programs, dissertations and portfolios.

STUDY PLAN

WORKSHOPS
CORE WORKSHOPS - COMPULSORY
FASHION COLLECTION WORKSHOP
The workshop focuses on the application of a professional approach in the development of a fashion collection, through the definition of an innovative and complete work addressed to an international arena.
The objective of this workshop is to support the students in maturating high awareness in the choices made within the creative process.
The workshop leads the students to develop a concrete and consistent collection, from the research to its realization, up to its visual communication.
Students will be challenged to achieve the correct balance between vision and feasibility through a problem solving approach, which will lead them to provide the appropriate solutions to the existing constraints with the final aim of developing a fully professional body of work.

FASHION IDENTITY WORKSHOP
The workshop allows the students to explore their own design identity, through the development of a fashion project. The objective is to define a personal language of expression and of aesthetics, able to be translated into an innovative and contemporary perspective.
In a Fashion context, where designers are asked to build worlds with a visionary approach, the fashion product plays a pivotal role. In this workshop students are invited to work on finding their own strategy to define the necessary synergy between their vision and the concreteness of their proposal, able to identify new needs and desires and to be positioned within an international scenario.
ELECTIVE WORKSHOP
One to be chosen among the following:

STRUCTURAL DESIGN WORKSHOP
The world of fashion accessories is today one of the most relevant drivers within the whole Fashion Industry. Within this context, the workshop is intended to train students in the development of a professional approach to Industry. Shoe design has to respond to the real constrictions of an ergonomic object, but at the same time it has to provide innovation and experimentation in the product and in its image. The aim of the workshop is to explore new structural possibilities and materic investigations, accompanied by a consistent body of research able to generate a personal vision, which culminates into innovative products for a contemporary collection of shoes, conceived for the international market.

BODY EXTENSION WORKSHOP
The workshop consists of an in-depth investigation in both the technical and design aspects within the world of bags and leather goods. The focus is on the relation between the object and the body, the accessory intended as a project on the border between fashion and design. During the project, students are asked to develop a personal approach to fashion accessories and to challenge their design thinking process in order to define new points of view in the world of “fashion objects”. Major importance is given to research and to the development of appropriate and new materials to apply to innovative shapes and structures for the collection. This aspect specifically leads students to explore a more experimental dimension, yet without forgetting the feasibility of the work and the image of the product to be conceived within an international scenario.

FASHION STYLING WORKSHOP
The objective of the workshop is to open students’ mind to different worlds picking up inspiration from movie to art passing through music and news in order to create a story for a fashion editorial/advertisement campaign. But also to give them the necessary tools to plan a real fashion shooting from the selection of photographer, location, models, make-up artist and hair stylist.

The workshop focuses on the strategic figure of the Fashion Stylist, a fashion expert able to tell, sometimes using his/her own idiosyncratic vision, contemporary fashion trends leveraging the contents of the fashion products.

The main topics investigated in the workshop are: Fashion photography, Trends in fashion, make-up, hair styling, Styling for shows, Styling for celebrities, Fashion magazines, Fashion web editorials, Styling for Look-Books, Styling for e-Commerce. During the workshop students will have to produce a real fashion editorial for a paper or web magazine or a proposal for an advertisement campaign, creating appealing and dreamy images consistent with the brand or the magazines they will work for.

FREE CHOICE WORKSHOP
Students are given the chance to select among the active didactic offer in order to end their personal educational path with a strongly autonomous, professionalizing and profiling choice. The student may choose to repeat one of the workshops already developed, enroll in a new workshop coherent with his/her educational path or select a project among the ones offered by the institution as long as it is coherent with the amount of credits required.

COURSES
FASHION CULTURE
The course on Fashion Culture, offers the possibility to deeply understand and consider the Fashion phenomenon, through an articulated proposal of insights touching history, contemporary, psychological, anthropological and social aspects. The knowledge of the origins and of the development of the Fashion phenomenon, both Italian and international, combined with the ability to read the existing contaminations between art and fashion, give the students the possibility...
to develop a personal point of view on an increasingly complex field, strictly connected to the social dimension. Such complexity is analyzed and presented in order to provide the students with the necessary tools and critical thinking to bring new, personal and advanced ideas to the field.

FASHION & LUXURY MARKETING & MANAGEMENT
The course Fashion & Luxury Marketing & Management provides students with the basic marketing, business management tools and strategic frameworks necessary to correctly apprehend the Luxury & Fashion industry. Students will learn about the main existing business models and the fundamental aspects of running luxury & fashion companies from a marketing point of view. The course also addresses the topics of licensing, the different distribution strategies of Fashion 2.0 business basics. Finally, the course also explains the specificity of the Made-in-Italy model, always from a point of view of branding and management. In-class exercises and the presentation of various company case histories are completing the overview provided during the lectures.

COURSE 3D TOOLS
Fashion as a whole has to take into deep consideration the evolution of technologies: no matter if applied to garments, accessories, jewels or store models 3D modeling machines are rapidly growing in the industry.

The revolution brought in by 3D printing applied to fashion is still in the process of being defined in the potentials it offers, but it is without question an extremely relevant phenomenon of the Contemporary.

The laboratory is intended to provide the students with the tools necessary to approach this world as designers, in order to be able to put into practice the knowledge of 3D softwares.

RESEARCH & DESIGN METHODS AND TOOLS
The course Research & Design Methods and Tools elaborates the relation between design and research, by experimentally applying a wide range of methods and techniques, each addressing and enabling a specific phase of the design process, including among the others techniques for:

- exploration, analysis and understanding of the context
- problem setting and solving
- user involvement and participation
- inspirational benchmarking
- ideation and concept generation
- validation and proof of concept

The course proposes the adoption of a co-creational versus a linear approach to the design process that transforms the process itself into a challenge, whose success depends on the ability of the people involved to collaborate and understand the reciprocal cross-disciplinary boundaries.

BUSINESS FOR DESIGN
The course Business for Design offers to students the possibility to understand and put into practice in a real life business scenario the core aspects that determine the economic performance of a company and/or a brand, but also of a studio or consultancy.

In particular the course investigates and elaborates, through the usage of specific analytical and design tools and by applying them to real case-studies, a wide range of “business relevant” aspects, such as:

- the competitiveness of a brand in the market
- the short and long term profitability
- the sustainable business proposition and business model
- the intellectual propriety and copyright/creative common trends and regulations

Lectures, case-studies and focused exercises to get an insight, explore and experiment firsthand the core aspects of business applied to the design field.

PERSONAL BRANDING
The purpose of the Personal Branding course is to develop the appropriate competencies and skills for the identification, creation, and management of the student’s professional identity at different levels that include:
• The ability to present and sustain an argument in front of an audience
• The preparation, organization and production of a personal portfolio of projects
• The ability to prepare and handle a job interview
• The leverage of social media tools for managing his/her own digital presence on the different communication channels

Theoretical classes are alternated with targeted exercises where students can develop and experiment a customized strategy aimed at building step by step a consistent personal identity, aligned with their career development plan.

INTERNSHIP

The internship is the final step of a process in which students thanks to a one-to-one tutorship, receive a deep and balanced evaluation of their skills and aspirations, in order to build a career, which fits their aims.

There are two kinds of internship:
• the first is a working experience in a company active in the disciplinary field;
• the second is an “in campus” internship that is shaped as an intensive workshop in collaboration with a company. This “in campus” internship develops an integrated project strictly related to a practical need (i.e. the resolution of a design problem, or the creation of a brainstorming platform for a new project).

In both cases during this crucial phase students are mentored on a step-by-step basis, and acquire the fundamental experience of dealing with the real world, with real business and with the people working in the field.