



MASTER IN FASHION DESIGN

OVERVIEW

MASTER AWARDED BY NABA
NUOVA ACCADEMIA DI BELLE ARTI MILANO

DOMUS ACADEMY FASHION CLUSTER

FASHION is the sphere of activity where the tendency towards social imitation and equalization eternally contends with the desire for individual differentiation and evolution. It resonates with the core of human beings: culture, identity, body, imagination, production, consumption, representation, dialogue.

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6 **PROGRAM SUMMARY**

QUALIFICATION

(First Level) Academic Master

PROGRAM TITLE

Master Course in Fashion Design

PROGRAM TYPE

Full Time

LANGUAGE OF INSTRUCTION AND ASSESSMENT

English

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Fashion Design entails the ability to decipher the contemporary and translate it into meaningful and visionary codes.

Fashion Designers must pursue their own identity and act courageously. At the same time, they are tasked to understand the requirements of the industry and speak the language of the various players of the fashion system, to guide complex creative projects, from material experimentation to visual communication of the product.

AIMS AND OBJECTIVES

The Master in Fashion Design program combines fashion studies, design thinking and intensive studio-practice. Students will be guided to question, refine and strengthen their individual creative vision as well as to address the challenge of designing for existing fashion brands. Students will be engaged in the exploration of other disciplines to produce outcomes that combine conceptualization, textile manipulation, garment prototyping, branding, photo and video storytelling, and business intelligence. Students will understand the complexity of the fashion system on all levels, grow a mature awareness of the various professions across its value chain, and envision the future of the Industry.

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 faculty 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 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 for 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

*Degree Certificate

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.

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 AND TEACHING STRATEGIES

OUR LEARNING AND TEACHING STRATEGIES

Domus Academy prioritizes an original “learning by designing” approach, that is in continuous development to reflect the fast changing world of today.

The teaching methods employed at Domus Academy are designed to help students achieve their individual professional goals along with the learning objective, while also considering their roles as designers in our contemporary world.

The primary vehicle for the “learning by designing” approach is project work. Emphasis is placed on, learning and applying a “problem setting” approach;

- to ensure that students refine their critical skills and apply them throughout their work process;
- to foster a personal creative style and developing an original way of expression;
- to develop research skills, which will enable students to source relevant materials, assimilating and articulating relevant findings;
- to conceive concepts and visions capable to blend creative languages with the actual needs of end users by interpreting a brief, primarily based on a real design assignment, in order to design a project that can match, or even exceed, the company’s expectation.

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.

All Master programs are 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 by the faculty and by visiting lecturers and designers who each have dedicated roles.

The “Program Leader” is 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 and professional path. The Program Leader sustains students in their workshop activities and coordinates the assessment process.

The “Project Leader” is professionals and teachers, chosen among experts of a specific field, whose role is to lead workshop activity, by developing a project brief in collaboration with the Program Leader, inspire and provide guidance to students along the design process, and to take part in the assessment of the projects.

Formal teaching is supplemented by a range of visiting lecturers and visiting professionals where students will have the chance to attend presentations by designers, artists, critics, industry professionals and academics. 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.

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. Most workshop 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.

STRUCTURE AND ASSESSMENT

The program is organized in four main modules including DNA kicks, courses and workshops, followed by a fifth module consisting in a professional experience and the final portfolio presentation.

module 1		module 2		module 3		module 4		module 5
								
4 ECTS	8 ECTS	4 ECTS	8 ECTS	4 ECTS	8 ECTS	4 ECTS	8 ECTS	12 ECTS

FINAL PRESENTATION

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 specific topics in preparation for the workshop, and personal branding experiences for the development of the student's professional career.

WORKSHOPS

The workshops are the main activity of the curriculum. Workshops are project assignments designed to give students a working knowledge of different core subjects. All workshops launch 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 and industrial partners, paying attention to fulfil both educational and professional aims.

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.

The workshop culminates in an open presentation to the faculty and invited professionals. Feedback to students is an integral part of the final assessment provided to students after the presentation. The Program Leader and the Project Leader are available to further discuss assessments with students if needed.

CORE WORKSHOP

- Fashion Collection - (8 credits)
- Fashion Identity - (8 credits)

ELECTIVE WORKSHOP - (8 credits)

One to be chosen among:

- Fashion Collection
- Fashion Identity
- Fashion Styling
- Fashion Buying

FREE CHOICE WORKSHOP - (8 credits)

One to be chosen amongst the active didactical offer

PROFESSIONAL EXPERIENCE

The professional experience is the final step of a process in which students receive a deep and balanced evaluation of their skills and aspirations, in order to build a career, which fits their aims.

There are three kinds of professional experiences; an internship in a company where the students will be hosted in a work environment developing assigned real projects; a field learning experience as a specific work project carried out on campus in collaboration with a company; and an entrepreneurial journey in order to develop business and managerial skills.

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 composed of internal faculty and external professionals. The

16 portfolio realized by each student, and its presentation, allows the Board to evaluate the projects developed during the academic year as well as the growth of the student.

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 theoretical 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 Portfolio. Honors may be awarded on the basis of the Board assessment of study programs, portfolio and presentation.

STUDY PLAN

Students will receive individual study counselling by the Program Leader to establish a Study Plan that reflects their skillset and professional objectives with the academic offer available.

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 concept and the presentation of a complete body of work addressed to an existing Italian and/or international fashion brand. The objective of this workshop is to allow students to understand the brand DNA and develop a collection that originally expresses it. Students analyze the creative process and mature authorial choices and are guided to perform sound market, aesthetic and material research to conceptualize, illustrate, realize and present a complete fashion collection. Furthermore, students are challenged to achieve the correct balance between vision and feasibility thanks to a problem solving approach, by taking into serious consideration the brand's existing needs and constraints, to create original, consistent and fully-professional designs.

FASHION IDENTITY WORKSHOP

The workshop requires students to explore their own design identity, to scope and develop an individual fashion project. The objective is to help each student rigorously investigate his/her personality as a designer, explore alternatives and new possibilities, and finally define an aesthetic manifesto, and a personal visual and material vocabulary that can be translated into innovative and contemporary artifacts.

In the current international fashion scenario, where brands go beyond products and build imagery worlds, fashion designers are asked to nurture their own distinctive, vivid and rich vision.

During this workshop, students are challenged to identify their own ideal target, to discuss and experiment their design perspective and find a winning synergy to express their vision through a concrete, finely crafted and illustrated proposal of garments and accessories.

ELECTIVE WORKSHOP

One to be chosen among the following:

FASHION STYLING WORKSHOP

The workshop explores the cultural, social, aesthetic and practical aspects of fashion image-making. The workshop focuses on the strategic figure of the fashion stylist, as a professional who is able to build a visual narration through the development of an idiosyncratic vision.

Students are challenged to find inspiration from different sources: art, folk culture, movies, music, social issues, everyday news as well as fashion trends, to create a story for a real fashion editorial and or an advertising campaign, with a specific attention to digital publications and social media. Students are required to understand the magazine/brand values and audience to create images and videos that resonate with them. Students acquire a professional methodology to plan a real fashion photo/video shooting, which includes the selection of: photographer, location, models, make-up artist and hair stylist. Students practice the skills of art-direction, styling and production, to ensure that their story is conveyed in a consistent and powerful way.

FASHION BUYING WORKSHOP

The purpose of the Fashion Buying workshop is to give students an insider view on the key role of a Fashion Buyer; from professional competencies and essential retail strategy and operations to personal attributes. In the current omni-channel fashion retail context, buyers are accountable for ensuring that the store's merchandise mix has the appeal to turn potential customers into shoppers, to maximize turnover and profit margins, and minimize the inventory risk. Students learn to identify macro-trends and upcoming fashion trends, through a deep examination of fashion

catwalks, shows and presentations, to generate meaningful market insights. Based on the definition of the retailer target customer, students understand how to filter the existing offers, create a brand portfolio and define balanced groups of products that will compose an accurate range plan, within the assigned budget, to achieve the maximum the sell-through. Students finally suggest tailored services and communication ideas to support their buying strategy.

FASHION COLLECTION WORKSHOP

FASHION IDENTITY WORKSHOP

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. Each 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 offers the possibility to deeply analyze and understand the Fashion phenomenon, through an articulated and interdisciplinary approach that involves history, anthropology, sociology and psychology. The historical and cultural evolution of modern fashion, both in Italy and internationally, is combined with the ability to read and interpret the contaminations between social issues, art, literature, movies and fashion. Students' assumptions are challenged to broaden their knowledge and deepen their thinking, to nurture a critical point of view on an increasingly complex field, strictly connected to wider social and cultural dynamics. Students question their own ideas and develop a fresh, personal and sophisticated perspective.

FASHION MARKETING & MANAGEMENT

The course examines advanced marketing and management principles and provides strategic frameworks and operational tools to develop a comprehensive marketing plan for a fashion company. Students explore the dynamics of the global fashion industry, with a specific focus on the Made in Italy model, existing and innovative business models, consumer insights, targeting and positioning, forward-looking marketing mix, current distribution channels and retail management tactics, brand extension and licensing strategies, from a practical perspective through case studies, in-class exercises and rigorous discussion. Students are challenged to examine the strategic marketing process from research and planning through execution and evaluation of results.

VISUAL REPRESENTATION

The course explores advanced drawing and illustration skills. Fashion designers continuously need to communicate their design ideas effectively and originally. Students practice how to interpret their concepts and express their designs through conventional methods and new media, including different sketching techniques, creative styling, photography and video-making. Students identify and cultivate their own personal visual language to record their work-in-progress and build an ever-evolving portfolio, which will be shared with other designers, garment manufacturers and fashion professionals, both online and off-line.

PERSONAL BRANDING

The course examines the job market in the fashion and luxury industry. It provides an in-depth overview of job descriptions, defining hard and soft skills. It will describe the recruitment process, from the preparation of resume and portfolio, to job search, job/competition application, and interview preparation and presentation, from a practical perspective, combining lectures, case-studies and in-class exercises and simulations. An essential component of the course is represented by a 'reality check'. Students will meet with recruiters who provide an individual feedback on their cv and portfolio. Students will be asked to review their presentation material and approach and define an individual action plan to build their personal brand.

PROFESSIONAL EXPERIENCE

The Professional Experience 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 three kinds of Professional Experiences:

- **Internship in a Company/Firm:** the students will be hosted in a work environment developing assigned real projects.
- **Field Learning Experience:** a work project carried out on campus in collaboration with a company and supervised by a project leader. The students will approach contemporary themes and explore a wide range of design subjects in a multidisciplinary environment.
- **Entrepreneurship Module:** an entrepreneurial journey in order to develop business and managerial skills. The students will be given a specific toolbox of frameworks and approaches both in theory and practice.

In all 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.