

# Fashion Product Design

INTENSIVE COURSE GUIDE

**Duration** 1 academic year  
**Total number of hours** 550  
**Study mode** Full-time, compulsory attendance  
**Location** Milan  
**Language** English or Italian  
**Entry Requirements**  
 - Upper secondary school qualification  
 - Suitable knowledge of English or Italian

## ABOUT ACCADEMIA DEL LUSSO

### TRAINING IN LUXURY

Accademia del Lusso is the Italian School of Fashion & Design for high-quality, specialist education and training in the managerial and creative areas of fashion, design and luxury. Founded in 2005, Accademia del Lusso represents a meeting point between the demands of the job market and the aspirations of those who seek to pursue a career within the fashion, design and luxury system after having received first-rate professional training.

### OUR METHODOLOGY

Accademia del Lusso has always followed a teaching scheme which trains students according to an innovative and efficient method. Lessons are characterised by discussions and stimulating exchanges of knowledge between students and, without undermining each different role, between students and teachers, allowing for a continual perfecting of knowledge and an informed growth in creativity. The school provides students with a study path which teaches the high-level theoretical and practical skills that are key for becoming professionals and managers who are able to find the right compromise between the needs of the final customer and the relevant market characteristics. Accademia del Lusso responds successfully to the demands of the market of Excellence by shaping students into versatile and competitive professionals who possess a vast range of knowledge and skills and who also have a strong sense of innovation. Our courses have been designed to incorporate the following three aspects:

1. **Knowledge:** Knowledge is based on the discovery of meaning and of the responsibilities that working in the fields of creativity and luxury fashion management brings to each student. Accademia del Lusso stimulates students in this exploratory step by helping them to understand their own perceptual, motivational and stylistic qualities in order that they are then able to transform external information into tools which they can exploit in their own profession.
2. **Application:** Students are trained in developing critical awareness. The aim of this step is to cultivate in the managers and professionals of the future, the delicate balance between problem-solving abilities and focussing on the final aim, so that students are capable of managing all of the variables which intervene in a work project whilst never losing sight of the end goal. Accademia del Lusso achieves this thanks to the fact that students are constantly placed beside teachers, businesses and industry professionals on work projects that are specially designed to promote the practical application of theory in professional situations that recreate an authentic work environment.
3. **Experience:** Students acquire professional expertise by applying everything they have learnt during their studies to real work. Accademia del Lusso combines theoretical lessons with visits to businesses in the sector and attendance at exhibitions, shows, events and meetings with professionals in the world of creativity and entrepreneurialism, to encourage students to analyse the application of theory in the real world of fashion, design and luxury.

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## Intensive Course at ADL

### INTENSIVE COURSES AT ACCADEMIA DEL LUSSO

#### WHO ARE INTENSIVE COURSES FOR?

These courses are technical, practical and oriented towards the world of work. They are ideal for those who want to acquire the knowledge and skills they need to be able to work within businesses in the fashion, design and luxury sector, with the dual aim of launching a path for professional growth and of entering the job market as strongly competitive experts.

#### TEACHERS

The teaching body is made up of managers and professionals within the sector who put their know-how at students' disposal, passing on both the knowledge and the practical skills that are essential for students to become expert professionals.

#### LIMITED CLASS SIZES

The Intensive Courses at Accademia del Lusso have a limited class size in order to create an efficient and high-quality **student-teacher** relationship and for the effective planning of group **project work** in collaboration with businesses in the sector.

#### COURSE STRUCTURE

The study plan includes **classroom lessons** which teach both theory and practice and which are organised into **modules**, as well as **workshop** activities which include project work, participation in seminars and practical workshops, and visits to businesses, events, and sector-related exhibitions.

#### WORKSHOP STRUCTURE

Workshops form an essential part of the course and include practical experiences that take place both within the school and at external locations. Each one of these workshops aims to put students into contact with the professionals and realities that operate in the fashion, design and luxury spheres. Workshops are divided into the following categories:

**Land Lab:** External visits to important places within the Milan fashion industry as well as visits to showrooms, libraries and museums, and the analysis of significant fashion sites.

**Event Lab:** Attendance at essential sector events such as fashion shows, catwalks and exhibitions. Before attending, a preparatory lesson is held, and at the end students take a test.

**Seminars:** Events and meetings aimed at putting students into contact with professionals and new trends and innovations in fashion, design and luxury.

#### ATTENDANCE

Attendance is **compulsory**. Justified absences are allowed up to a maximum of 20% of the total course hours.

#### PROGRESS TESTS

For each module of classroom lessons and a large part of workshop activities, students must take a **progress test**. The list of progress tests and the relative dates are indicated in the individual course calendars. It is up to each teacher, based on the type of module (theory, practice, or planning), to choose the exam format from: multiple choice tests, open questions, an oral exam, or the presentation of a thesis, report or project. Progress tests are marked out of thirty. To pass a progress test, students must obtain a grade of at least 18/30.

#### FINAL EXAM

The course ends with a final examination.

#### ASSESSMENT CRITERIA

ADL's marking system includes a series of assessment criteria which are indicated below:

- Attendance record
- Quality of the concept
- Quality of the product execution
- Quality of the presentation (supports and exposition)

#### FINAL CERTIFICATE

At the end of the course, students who have attended at least 80% of the course hours and who have obtained a result of no lower than 60/110 will be given a Final Certificate.

#### GUIDANCE

Individual **guidance** meetings are available at the **Placement Office** to guide and support students and to develop their potential and talent, promote their active participation, and assist them in their decision-making ability.

#### FASHION PRODUCT DESIGN

##### CAREER PROSPECTS

Collection Designer, Consultant for companies within the fashion sector, Fashion Designer, Fashion Graphic Designer, Patternmaker in clothing companies, CAD Patternmaker, Dressmaker/Tailor in large companies.

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## Course Curriculum

### CLASSROOM LESSONS: MODULE LIST

#### FASHION DESIGN - 150 HRS

**CONTENTS:** This module provides the knowledge for developing fashion sketching and technical drawing skills. Starting from the basic principles of stylization, the aim of the module is for students to be able to create silhouettes that they will use in future fashion designs. Rendering techniques are also covered in this module, with the final objective of helping each student to create their own personal style. The module also includes theoretical teaching on understanding the processes that are linked to creating fashion products and collections, in order to be able to assimilate all of the steps which need to be considered for creative means.

#### PATTERNMAKING - 150 HRS

**CONTENTS:** The study of patternmaking for creating the basic blocks of paper patterns for tops, dresses, skirts, and trousers.

#### TAILORING - 150 HRS

**CONTENTS:** This module provides students with skills in the techniques used for creating textile fashion products. Through sewing canvas, students will also acquire dress-making techniques.

#### COMPUTER GRAPHICS FOR FASHION - 50 HRS

**CONTENTS:** The world of graphic processing is more and more important within the fashion system. This module provides the techniques that are necessary for manipulating digital images. The module includes the Photoshop software, and teaches management of the basic tools (magic wand, crop, paint bucket/gradient, clone stamp etc.), as well as the use of levels, masks and image retouching tools.

#### CAD PATTERNMAKING - 50 HRS

**CONTENTS:** Use of the Lectra Modaris 2D software for the digital transposition of basic paper patterns and outlines on fabrics and size development.

### WORKSHOPS

**LAND LAB:** External visits to important places within the Milan fashion industry as well as visits to showrooms, libraries and museums, and the analysis of significant fashion sites.

**SEMINARS:** Events and meetings aimed at putting students into contact with professionals and new trends and innovations in fashion, design and luxury.

**CONTACT DETAILS** For more information on the course or for how to apply, please contact:  
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