

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SUMMER COURSES

**Fashion
Design: from
haute couture
to prêt-à-porter
Dual City**

1st SESSION:

Rome July 3rd – July 7th 2023

Milan July 10th – July 14th 2023

FASHION DESIGN: FROM HAUTE COUTURE TO PRÊT-À-PORTER

School: NABA, Nuova Accademia di Belle Arti

Address: Via Ostiense 92, 00152 Roma, Italy // Via Darwin 20, 20143 Milan, Italy

Phone: +39.06.90251.309 | + 39.02.973.192

E-mail: summer@naba.it

Course Structure: 50 hours – 10 lesson days (first week in Rome, second week in Milan)

ECTS: 3 ECTS credits*

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

TITLE – AREA

Italian Fashion Design: Rome and Milan, from Haute Couture to Prêt-à-Porter

COURSE DESCRIPTION

First week in Rome

While in Rome, students will discover and focus on haute couture, hence high-end garments that are customized and hand-tailored using unique and unusual materials. Lectures will explore the history and development of haute couture up to present-day role in the fashion industry.

Through visits to fashion exhibitions, archives, and ateliers, students will gain awareness on the context and artistic development of the Italian style and fashion system. Participants will conduct a personal research project on traditional and contemporary approaches to fashion design, either individually or in groups, aiming to develop a haute couture collection through mood boards, illustrations, texts, videos, or the creation of a moulage (draping textile) prototype.

Second week in Milan

While in Milan the course focuses on the fashion industry through a business and management perspective. It will provide students the necessary tools to understand the dynamic context of Italian and international fashion business PAP system and processes. Students will be introduced to fundamentals such as fashion industry sourcing, supply chain, fashion buying cycle, vendor selection and fashion buying decision criteria, retail brand marketing in the fashion industry, internationalization of fashion retailing, international branding, and flagship stores.

COURSE OBJECTIVES

The course has been designed to provide international students the necessary tools to understand:

- The development of the Italian haute couture through the discovery of traditional craftsmanship. Students will have an overview of the traditional techniques, artistic inspirations and last but not least a glance on costume and cinema that have made Rome so important worldwide.
- On the other week of the course, students will discover the Italian prêt-à-porter and the dynamic context of the Italian fashion.

ADMISSION REQUIREMENTS

This course is intended for students who have some background in fashion and who are attending their first year of university studies in art and design.

OUTPUT

At the end of the course students will make a research project (through a presentation) on visual inspirations related to Rome and Milan fashion scene (moodboard) and a document which will summarize how the research process has been developed throughout the whole course.

LIST OF MATERIALS AND TOOLS

- Sketchbook (a book of plain white pages – minimum size A4)
- Pencils (HB – B)
- Colouring tools you are familiar with
- Laptop (if students already own it)

ATTENDANCE POLICY

Attendance is mandatory. Students must show dedicated involvement to work hard on the project. Positive behavior towards group work and new ideas applied in different methods is also required.

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a **Certificate of successful attendance only to all students who completed at least 80% of the course.**

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism will not be tolerated.

Mobile phones must be kept switched off all the time during class.

Use of laptop for personal purposes during classes is strictly forbidden.

TEACHING METHODS

Learning by doing: a mix of theoretical lessons, field trips and practical workshops.

Grading

Total number of ECTS assigned for the successful completion of the course: **3 ECTS**

Grading Weights		Grading Scale
1. Attendance	30 %	Excellent = 90-100
2. Participation and Creative Process	40 %	Good = 80-89
3. Final work / Final presentation	30 %	Average = 70-79
		Below Average = 60-69
TOTAL	100 %	Poor = 59 or below

	Excellent 90 -100%	Good 80 – 89%	Average 70 – 79%	Below Average 60 – 69%	Poor Below 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

Course Schedule*

1ST WEEK

ROME JULY 3TH – JULY 7TH 2023

Day	Time	Professor	Lesson-subject
Day 1 Monday		NABA Staff	Welcome and Registration
			Introduction to Course
Day 2 Tuesday			Lesson on research techniques and beginning of the workshop
			Workshop on creating a personal moodboard on Rome
Day 3 Wednesday			Lesson on History of Fashion and Costume
			Visit to a haute couture historic archive
Day 4 Thursday			Workshop on making of a research book and revision
			Visit to a costume atelier and its archive of historic garments
Day 5 Friday			Meeting with some of the best manufactures in the tailoring sector
			Final recap lesson

			Exam and presentation
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2ND WEEK

MILAN JULY 10TH – JULY 14TH 2023

Day	Time	Professor	Lesson-subject
Day 6 Monday			Introduction to Course
Day 7 Tuesday			*Field Trip
			Project brief and discussion: moodboard
Day 8 Wednesday			Design organization and the collection building process Workshop on illustration
Day 9 Thursday			*Field Trip
			Project development
Day 10 Friday			Project development

			Presentation prep.
			Final exam and final presentation

*The school reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location.
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.