

2nd edition

FASHION DESIGN

Junior Summer Courses 2018

Calendar: from July 16th to July 27th 2018

Timetable: Monday to Friday, from 9.30am to 2.30pm

Language: English

Introduction

The world of fashion is a growing industry, which offers a vast array of possibilities for professionals with different profiles. Therefore, it is not only an interesting and attractive field but also an actual opportunity to find employment. Many young students know which career they wish to follow but others are still weighing the different options.

The Junior Summer Course in Fashion Design is geared towards young students who have a very clear intention of becoming Fashion designers (this course will provide them with more specific knowledge about the different steps in the design process), as well as youngsters who have still not decided which professional path they are going to follow and are keen to gain some experience in the world of design.

Objectives

The course is intended to boost motivation, confidence and self-knowledge, so that the students incorporate the experiences they learn into their own academic path and personal life, and they gain a better understanding of the way fashion designers think and work.

The syllabus is conceived to build up a space where each one of them can create bonds and share their distinctive features. The course provides the technical knowledge needed so that the students can each develop their own fashion-related ideas.

The fashion design process is laid out so that they can understand how important are observation, research, concept association, logic and communication to develop a concept. This development allows the research, experimentation, modelling and different representational techniques to be put into practice. A sketchbook will be created to document the entire creative process and from this material a portfolio will be built up.

This course is also very recommended for all those students who need to prepare their portfolio to apply for the Bachelor of Arts in Fashion Design.

Methodology

The course is designed as an immersion in the world of fashion design.

It is a very practical course in which each student does different exercises to understand the characteristics and tools needed by a designer to create a collection. The exercises require not only the time dedicated to them in class but also for the students to work on research and design development in order to complete their projects.

Skills Developed

- Learning mechanisms for observation and analysis.
- Developing fashion-related techniques of investigation and experimentation.
- Obtaining resources for turning ideas into a physical reality.
- Being immersed in a fashion design project.
- Learning to organize ideas and communicate them more effectively.
- Learning to express oneself using different techniques.
- Learning the process to build a portfolio.

Student profile

Young students between 15 and 17 years old who are keen to get started in the world of fashion and find out if this is the academic field in which they want to build a career.

Students with artistic or creative skills related to the fashion industry who are looking to learn about the professional reality guided by lecturers, enhance and foster their skills as well as share the academic experience with other young students.

Course program

DESIGN PROCESS AREA

Fashion trend research

This is the discipline that identifies social trends related to consumerism and fashion. Fashion Coolhunting offers a global view of the fashion industry, teaching real-world, basic techniques for hunting down trends. Trend studios that work constantly on trend analysis and research in order to predict them have become key reference points for all kinds of industries and sectors, not only in the field of fashion, which use their services to focus their production.

This class collects information and analyses the concepts that develop in our society and culture.

Illustration

Illustrations, in the broadest sense, have always been used to document the fashions and customs of society as a reflection of the era; they offer a path through the rites of beauty and clothing, observing the language of the textiles, their drape and their subsequent interpretation using different techniques, creating new ways to visualise and compose an image of fashion. All the illustration classes are practical. The students will experiment with different techniques and media, discovering ways to improve upon the visual communication of a fashion collection.

In this class, there will be exercises in anatomy, textures and proportions so that the students can make a start and be trained in the world of fashion drawing. It provides an introduction to various techniques, such as watercolour, collage and pencil drawing.

Concept development

Moulage is the art of modelling fabric on a mannequin, a technique used by the great fashion designers to bring their ideas to life that has been compared on innumerable occasions with the work done by a painter on canvas. This technique leads to new cuts and volumes through improvisation and intuition.

Moulage Couture is based on answering the students' queries about their creative process by teaching them the different ways to create a garment from a more creative viewpoint.

All this work is aimed at obtaining a final portfolio.

Fashion Design

Fashion design is the central pillar of the course as it brings together all the content worked on in the different classes and it is the space in which new visual and creative languages are investigated.

The work begins with the development of the concept and an investigation into the volume and silhouette of the garment that is to be made (research techniques using moodboards, creativity exercises and innovative concepts, all entered into the sketchbook). The basics are essential for defining the development of a collection and the final prototype.

Course Coordinator

Each summer course has the advice of a specialist in the field, who plays an active role in developing the study plan and the content of the course in cooperation with the Masters' teaching methods department.

Fabricio Pérez Martínez

After completing his studies at the Fashion Institute in Barcelona, in 1995 Mr. Pérez finished his training in design and industrial pattern-making at the American Mitchell Designing School in Barcelona. In 1997, he and a partner created *Llamazares y de Delgado*, and since then they have produced two collections of men's and women's clothing a year.

In 2006 he joined the IED as a lecturer and teaches men's pattern-making classes for the Fashion Design courses. Since 2011 he has been teaching on the Men's Collection course, in 2012 he was on the Men's Collection project and he is now the coordinator of the IED BA in Fashion Design.

Teachers of previous edition

Flora Ximenis

Creative Director in Cidit (Center for Investigation in Design and Textiles).

Head of art direction, men and women collections, trends investigation.

Participate in emerging designer showrooms Merkafad.

Participate in fashion shows and showrooms in ModaFAD.

Creative Director, founder and designer in *Tales and Tails Evaiflora and Flora*.

Ana Rodríguez Tichy

Fashion designer and business management of *Pinc* by Ana Tichy. Teacher of representation techniques and portfolio (natural drawing and technical drawing applied to the clothing).

The Management of the Istituto Europeo di Design reserves the right to change the Course Program according to the didactic aims requested