



DEPARTMENT OF DESIGN AND APPLIED ARTS

SCHOOL OF ARTISTIC DESIGN FOR BUSINESS
Specialism ► FASHION DESIGN

LEARNING OBJECTIVES:	This course aims to train professionals who, as well as being able to design and produce fashionable collections that meet the needs of a constantly changing market, also have the technical skills required to manage fashion products in all stages of their creation.
EMPLOYMENT PROSPECTS:	There are numerous professions linked to the world of fashion, and for this reason the course has been structured so as to give graduates the tools required to carry out a range of activities, so they have the flexibility and skills to enter the sector.
OVERVIEW OF MODULES	<p>The overview of modules provides detailed information on all aspects of the teaching students will receive:</p> <ul style="list-style-type: none"> - the module type (core, specialist, elective, etc.) - the module code - the area of study - the subject matter. <p>The core list comprises the areas of study common to all specialisms, whilst the specialist list contains the areas of study that define that particular specialism.</p>

CORE MODULES

C O R E L I S T	ABPR15	Design methodology	Design methodology
			Architectural design of style and furnishings
	ABPR16	Drawing for designers	Design and technical drawing
			Basics of computer-aided design
	ABST47	Style and the history of art and fashion	History of contemporary art
			History of modern art
	ABTEC38	Digital applications for the visual arts	Computer graphics
			Digital animation techniques
	ABPC65	Mass media theory and methods	Mass media theory and methods

Minimum number of credits required for the bachelor's degree 42

SPECIALIST MODULES

ABPR19	Graphic design	Graphic design
		Web design
ABPR31	Photography	Photography
ABTEC37	Design methodology for visual communication	Brand design
		Design methodology for visual communication
		Packaging
ABTEC41	Digital modelling techniques	3D computer-aided digital modelling techniques
		3D rendering
ABTEC43	Audiovisual languages and techniques	New integrated media techniques
ABPC67	Communication methods and techniques	Advertising communication
		Art publishing systems

Minimum number of credits required for the bachelor's degree 66

SUPPLEMENTARY OR ELECTIVE MODULES

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ABAV06	Artistic anatomy	The phenomenology of the body
ABAV06	Painting techniques	Chromatology
ABPR17	Design	Design
		Jewellery design
		Design culture
ABPR21	Modelling	Modelling
ABPR30	Material technology	New material technology
ABPR34	Fashion design	Fashion design
		Fashion material culture
		Accessory design
		Textile culture
		Textile design
		Fashion design publishing
		The world of fashion
ABST46	Aesthetics	Aesthetics
		The phenomenology of the image
ABST48	History of applied arts	History of fashion
ABST51	The phenomenology of contemporary art	Languages of contemporary art
ABST52	History and methods of art criticism	Theory and history of visual methods: methodology and visual analysis
ABST55	Cultural anthropology	Cultural anthropology
ABST58	Theory of the perception and psychology of shape	Theory of the perception and psychology of shape
		Psychosociology of the consumption of culture
ABLE69	Marketing and management	Introduction to cultural marketing
		Large-scale event organisation

Minimum number of credits required for the bachelor's degree 36

EXTRA MODULES

Computer skills

Foreign language test

Seminars/workshops/internships

CFA 14

MODULES CHOSEN BY STUDENT

CFA 10

MODULES RELATED TO THE FINAL EXAM

CFA 12

Total credits required for the bachelor's degree 180

PROGRESS TESTS

Tests of the progress made in each module are carried out at the end of the year and consist of:

- an oral or combined written/oral examination for theoretical subjects
- a presentation of projects, followed by a discussion, for subjects that combine theory and practice

**FINAL EXAMINATION
TYPE**

The final examination taken at the end of the bachelor's degree involves:

- the presentation of a laboratory-based piece of work in the student's specialist field under the guidance of a dedicated lecturer
- the writing and subsequent presentation of a theoretical or experimental thesis, with or without illustrations, under the guidance of a supervisor

Pursuant to Italian Ministerial Decree no. 123/09, the core and specialist modules must account for a total of 108 credits (60% of the total of 180); however, the Academy, given its independence, can decide to insert subjects from the core and specialist lists not used as such in the bachelor's degree into the list of elective or supplementary modules. Furthermore, to optimise the teaching provided, it reserves the right to alter the way the different subjects are divided up, on the condition that the aforementioned sectors in the core list remain unchanged.