PORTFOLIO HELP - FASHION DESIGN AREA

A Portfolio is a storytelling board to present the applicant's body of work to the Course Leader when applying to the programme. Portfolios are meant to exhibit the best works the applicants developed throughout their studies (academic, professional, or amateur ones), highlighting their skills, style and potential.

When working on a project in the field of applied arts, it's important to follow some general principles to effectively showcase your creative and technical abilities:

INCLUDE PROJECTS SPECIFIC TO THE CONTEXT: Even if you don't have direct experience in a specific field, such as fashion, it is essential to include projects that demonstrate your ability to design and prototype within that context. Highlight any work that involves materials, shapes, or functionality related to design, showing your versatility in transferring skills from one area to another.

SELECT RELEVANT PROJECTS FROM OTHER DISCIPLINES: If you come from a different field, such as art or industrial design, choose projects that showcase technical and creative skills applicable to other applied arts sectors. For example, sculptures, industrial design projects, or craftsmanship can demonstrate your ability to manage materials, forms, and technologies.

DEVELOP INNOVATIVE PROJECTS: 3 It is useful to focus on projects that deeply explore a specific area, such as product design. If, for example, you are asked to develop a project in a new field, study real cases and existing brands to create a complete project, including sketches, prototypes, 3D renderings, and material research. Don't limit yourself to traditional tools: explore new technologies like artificial intelligence, generative design, or rendering software to create an innovative product that showcases your potential as a designer.

These guidelines can be applied to a wide range of projects in applied arts, highlighting your ability to combine creativity, technique, and innovation in any context.

TWO-YEAR MASTER OF ARTS IN
FASHION DESIGN

Academic Diploma Level II - in English / Italian languages 120 CFA (1 CFA = 1 ECTS)

CONTENTS: present at least 1 complete project within the field of Fashion. To enrich the Portfolio, the applicant may include additional secondary projects in the field of Visual Art and/or Applied Arts (Design, Graphic Design, Media Design and New Technologies, Photography, Communication).

SKILLS: (suggested ENTRY REQUIREMENTS): knowledge of basic pattern-making and tailoring, textile culture and graphic design software.

➔ **WHAT PROJECTS SHOULD I INCLUDE IN MY PORTFOLIO?**

For at least one of your projects the applicant must show the entire creative and development process in all of its steps (concept, visual research, visual mood board, colour mood board, material mood board, sketches, technical drawings, prototyping, final production, visualization and representation).

TWO-YEAR MASTER OF ARTS IN
TEXTILE DESIGN

Academic Diploma Level II - in English / Italian languages 120 CFA (1 CFA = 1 ECTS)

CONTENTS: present at least one complete project within the field of Textile Design or Knitwear Design or Fashion Design. To enrich the Portfolio, the applicant may include additional secondary projects in the field of Visual Art and/or Applied Arts (Design, Graphic Design, Media Design and New Technologies, Photography, Communication).

SKILLS: (suggested ENTRY REQUIREMENTS): knowledge of basic weaving, knitting and tailoring, textile culture and graphic design software.

➔ **WHAT PROJECTS SHOULD I INCLUDE IN MY PORTFOLIO?**

For at least one of your projects the applicant must show the entire creative and development process in all of its steps (concept, visual research, visual mood board, colour mood board, material mood board, sketches, technical drawings, prototyping, final production, visualization and representation).

PORTFOLIO HELP - FASHION DESIGN AREA

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TWO-YEAR MASTER OF ARTS IN
FASHION AND COSTUME DESIGN

*Academic Diploma Level II - in English / Italian languages
120 CFA (1 CFA = 1 ECTS)*

CONTENTS: present at least one complete project within the field of Fashion Design or Costume Design. To enrich the Portfolio, the applicant may include additional secondary projects in the field of Visual Art and/or Applied Arts (Design, Graphic Design, Media Design and New Technologies, Photography, Communication).

SKILLS: (suggested ENTRY REQUIREMENTS): knowledge of basic pattern-making and tailoring, textile culture and graphic design software.

➜ **WHAT PROJECTS SHOULD I INCLUDE IN MY PORTFOLIO?**

For at least one of your projects the applicant must show the entire creative and development process in all of its steps (concept, visual research, visual mood board, colour mood board, material mood board, sketches, technical drawings, prototyping, final production, visualisation and representation).
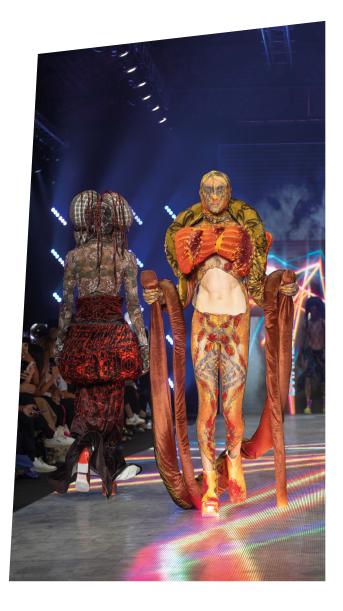
ACADEMIC MASTER IN
SNEAKER DESIGN

CONTENTS: present at least 1 complete project within the field of Sneaker Design. To enrich the Portfolio, the applicant may in¬clude additional secondary projects in the field of Visual Art and/or Applied Arts (Design, Fashion Design, Fashion Styling and Communication, Graphic Design, Media Design and New Technologies, Photography, Communication).

SKILLS: (suggested ENTRY REQUIREMENTS): textile culture and graphic design software.

➜ **WHAT PROJECTS SHOULD I INCLUDE IN MY PORTFOLIO?**

For at least one of your projects the applicant must show the entire creative and development process in all of its steps (con-cept, visual research, visual mood board, colour mood board, material mood board, sketches, technical drawings, prototyp-ing, final production, visualization and representation).

PORTFOLIO HELP - FASHION DESIGN AREA

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1. COVER PAGE

Provide first name and last name, contact information and a briefly professional title (e.g. Fashion designer, Textile designer, Knitwear designer, Costume designer, etc.).

2. INDEX

The index must show a coherent structure and organisation of the Portfolio. Identify the criteria to follow (e.g. reverse chronology, skills, theme, content, etc.).

3. STATEMENT OF PURPOSE

This is a brief declaration of intents, to communicate your artistic and professional goals, in a broader and long-term perspective.

4. CV

A concise resume focused on the main technical skills, soft skills and academic/professional background. Also includes any type of recognitions/awards in the field of Applied Arts.

5. PROJECTS

QUALITY OVER QUANTITY: the Portfolio must have a high quality level. It is suggested to selected few well-done projects, instead of a long series of low level works.

VARIETY: focus first on showing high level projects in terms of style and technical skills related to the interested Area of study. Then includes further projects related to different areas in the field of Applied Art.

CONCEPT: a written short text to introduce each project, with the concept/research, methodological development, results/objectives achieved, applied skills.

GROUP PROJECTS: include team members name and highlight your contribution to the presented output.

6. CONCLUSION

A final page to thank the audience with a positive message and providing first name and last name, contact information and a briefly professional title (e.g. Fashion designer, Textile designer, Knitwear designer, Costume designer, etc.).

GENERAL TIPS

LAYOUT AND STYLE: the applicants are free to choose and showcase a personal graphic/editing style; the applicants are free to use the representation tool/technique that they prefer (freehand drawing/coloring, digital drawing/coloring, 3D rendering drawing/coloring).

PROFESSIONAL: be clear and honest regarding the CV/resume and technical skills (in particular for the ones related to pre-requirements).

IMAGES: photos and pictures must be in high definition (minimum 300 dpi) and black&white is allowed only for project-related images.

FORMAT: no editable .pdf format; it may include external web links; use high resolution pictures.

LANGUAGE: use the language of the applying track; always double check for spelling mistakes.

PLAGIARISM: **the applicants should not submit copied works. The penalty in the case of a plagiarism is the nullification of the application.**