

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SUMMMER COURSES

A.A. 2023-24
SYLLABUS

Dual city: from haute
couture to prêt-à-porter

2nd session: July 1st – July 12th 2024

www.naba.it

Dual city: from haute couture to prêt-à-porter

School: Nuova Accademia di Belle Arti Milano (NABA)

Address: Via Darwin 20, 20143 Milan, Italy

Phone: + 39.02.973.192 *E-mail:* summer@naba.it

Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

Introductory level

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

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 will start from an overview of the history of prêt-à-porter and then focus on the fashion industry through a business and management perspective. It will help students to understand the complexity of Italian and international fashion business PAP through the analysis of the multiple roles and key processes. Students will be introduced to fundamentals such as Maisons' structure with an overview on tasks and responsibilities of the different departments: fashion design, textile, product management, merchandising, sourcing, supply chain, distribution

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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.

ATTENDANCE POLICY

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.

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COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated. Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

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

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Grading

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

GRADING SYSTEM

| 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 | | | |
| TOTAL 100% | | Below Average = 60-69 | | | |
| | | 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 |

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1st week

COURSE SCHEDULE*

| DAY | | LESSON-SUBJECT |
|-------------------|------------|---|
| Day 1 - Monday | NABA Staff | Welcome and Registration <ul style="list-style-type: none"> • Introduction to the course. |
| Day 2 - Tuesday | | <ul style="list-style-type: none"> • Lesson on research techniques and beginning of the workshop. • Project definition. |
| Day 3 - Wednesday | | <ul style="list-style-type: none"> • Lesson on history of fashion and costume. • <i>Field trip*</i> |
| Day 4 - Thursday | | <ul style="list-style-type: none"> • Workshop on making of a research book and revision. |
| Day 5 - Friday | | <ul style="list-style-type: none"> • Presentation prep. • Final presentation. |

*The Academy 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.

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2st week

COURSE SCHEDULE*

| DAY | LESSON-SUBJECT |
|-------------------|--|
| Day 6 - Monday | <ul style="list-style-type: none"> • Introduction to Naba Campus and to Course. Introduction to PàP. • Project definition and kick off. • Project Development: Brainstorming / Brand idea / Moodboard. |
| Day 7 - Tuesday | <ul style="list-style-type: none"> • What is a Brand? Definition and analysis of identity elements. Brand Positioning. Swot Analysis. Fashion Supply Chains. Collection timing. • Project Development: Brand presentation. |
| Day 8 - Wednesday | <ul style="list-style-type: none"> • Design organization and collection building process: from idea to product development, from product to distribution. • Overview on related departments /roles: designer team, product manager, merchandising manager. • Project Development: Collection Structure. |
| Day 9 - Thursday | <ul style="list-style-type: none"> • <i>Field Trip + debrief*</i> |
| Day 10 - Friday | <ul style="list-style-type: none"> • Project development: collection presentation. • Presentation prep. • Final exam and final presentation. |

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