

NABA

**NUOVA ACCADEMIA
DI BELLE ARTI**

**SUMMER
COURSES**

**Fashion digital
drawing**

**1st SESSION:
June 28th – July 8th 2022**

FASHION DIGITAL DRAWING

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*

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

TITLE – AREA

Fashion digital drawing (introduction level)

COURSE TEACHERS

Irina de Payevsky

COURSE DESCRIPTION

The Fashion Digital Drawing course provides participants with an essential introduction to the fundamentals of digital fashion design. Through practical and theoretical lessons, participants will be taught how to formulate complete projects, starting from inspired and creative ideas, and then to translate them into an effective visual representation, with the help of the main digital software.

The students are guided to the application of the key concepts in the fashion design process, in order to be able to create original ideas that lead to digital projects. The course also explores the role of the designer through a professional learning approach.

COURSE OBJECTIVES

The trends of the season will be examined, translated into keywords and in fashion design trends. A section will be dedicated to the observation of the materials, fabrics, the choice of the colors, primary and secondary research, up to the creation of the complete digital collection, with all the necessary details and elements.

At the beginning of the course, the Adobe Photoshop is introduced as a tool to communicate a creative idea and later to create the whole collection, through a complete and efficient process and all the basic tools.

ADMISSION REQUIREMENTS

No Admission requirements needed.

OUTPUT

- know how to implement digital drawing approaches in order to represent effectively a creative idea.
- demonstrate the ability to undertake primary and secondary research, in the development of design ideas.
- support creative ideas with appropriate technical information and software tools.
- create a contemporary collection referencing current trends and influence.

LIST OF MATERIALS AND TOOLS

- Paper and pencil

FINAL SUBMISSION DELIVERY

- Cover
- Moodboard
- Inspiration Chart
- Colour Chart
- Fabric Chart
- Trimming/manipulation/print chart if any
- 5 outfits (digital designs)
- 3 Technical drawing charts (digital designs)

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.**

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. Although students are allowed to bring in soft drinks and dry snack, it's forbidden to consume lunch packs during class hours.

TEACHING METHODS

With the help of the digital tools, a fashion collection will be created.

The basis of the digital drawing, digital design and visual presentation will be taught in this course, following the criteria and parameters given by the seasonal trends.

TEACHER'S SHORT BIO**Irina de Payevsky**

Irina de Payevsky was born in the fashion capital in the mid-1980s. Milan immediately transmits her its magical vibrations, love and passion for fashion and the industry. Her French origins helped her immediately, she found some patterns from Vogue Paris from the 1920s in her grandmother's trunk and immediately began to become passionate about the art of tailoring. After finishing her studies in foreign literature, she will finally began to live her greatest adventure, she enrolled at Istituto Marangoni which she attended both in Milan and in London campuses.

After her studies she began to collaborate with the main fashion brands, such as Giorgio Armani, Max Mara, Versus by Versace and slowly she also started to develop a strong passion for teaching.

Her skills as a fashion designer, graphic designer and pattern maker lead her to travel a lot, to move back to London and move to France, but never leaving Italy permanently. Her numerous travels inspire Irina to open her homonymous brand in 2012, which she continues to drive with passion to this day.

Irina will never stop to follow her vocation for teaching, and in 2018 she becomes Director of Education of Istituto Marangoni which will take her to India and China for two years, during which she also conducted seminars around for the world, transmitting her greatest passion, the love for fashion, to many young people.

Today Irina is a successful fashion designer and the most passionate tutor.

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

Day	Time	Professor	h	Lesson-subject
Day 1 Tuesday		NABA Staff		Welcome and registration
Day 2 Wednesday				<ul style="list-style-type: none"> • Introduction to the course • Use of Adobe Photoshop • Image scan fundamentals and image adjustments
Day 3 Thursday				<ul style="list-style-type: none"> • The Contemporary Fashion Illustrations analysis: proportion and stylization • rendering of the fabrics and colors • Volume study and technical drawings/flat drawings
Day 4 Friday				<ul style="list-style-type: none"> • Trends and Forecasting study • Primary and Secondary research • Image collection and development of the research • Inspiration and creative ideas development

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2ND WEEK

Day	Time	Professor	h	Lesson-subject
Day 5 Monday				<ul style="list-style-type: none"> Colors and fabrics. How to create a color and Fabrics Palette. Mood Board and Inspiration chart. Study of the charts layout for the final presentation (font, template...)
Day 6 Tuesday				<ul style="list-style-type: none"> The Personal Collection: development of the ideas Collection board: garments coordination
Day 7 Wednesday				<ul style="list-style-type: none"> Digital Illustrations techniques The Technical drawings, second step Creation of the Final presentation
Day 8 Thursday				<ul style="list-style-type: none"> Finalization of the final presentation How to present the final presentation, printing indications.

Day 9 Friday				<ul style="list-style-type: none"> The Personal Collection: Presentation and discussion

*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.