

Syllabus  
 Course description

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| <b>Course title</b>      | <b>Seminar "Fashion – Introduction in the working world of Fashion Design"</b> |
| <b>Course code</b>       | 97139  |
| <b>Scientific sector</b> | -  |
| <b>Degree</b>            | Bachelor in Design and Art (L-4)   |
| <b>Semester</b>          | Winter semester 2020/21  |
| <b>Year</b>              | 2 <sup>nd</sup> , 3 <sup>rd</sup>  |
| <b>Credits</b>           | 2  |
| <b>Modular</b>           | No   |

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| <b>Total lecturing hours</b>  | 18  |
| <b>Total hours of self-study and / or other individual educational activities</b> | about 32  |
| <b>Attendance</b>   | 75% of the attendance is compulsory in order to be admitted to the exam |
| <b>Prerequisites</b>  | none  |
| <b>Maximum number of students per class</b>                                       | 20  |

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| <b>Specific educational objectives</b> | <p><b><i>Course description:</i></b></p> <p>The planned seminar is of limited time concerning the broad and multi-faceted world it will introduce. As such, the course would open the essential points, aspects, and perspectives introducing the fashion and textile world, after which the students could further follow their tendencies and deepening their interests autonomously. The seminar is planned as a series of intensive engaging, vibrant and compact blocks, following the main themes as described in the tender and specified here below. The teaching blocks are a combination of frontal lectures, short impulse-lectures followed by various exercises, short theme-based workshops and hands-on work. Aiming to not only reflect on reality, but also gather first-hand experiences and understandings, the seminar integrates some short city excursions in which the students have to fulfill a task as well a 'reality check' and a real-life view on the speed and scope in which Haut Couture becomes market items).</p> <p><b><i>Specific educational objectives include the following:</i></b></p> <p><b>The disciplinary objectives</b><br/>         The course objective is to ensure that students have adequate knowledge and are capable of holding a critical</p> |
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|  | <p>reflective discourse on the course topics. The course is orientated towards the acquisition of specific professional knowledge.</p> <p><b>Students will have acquired</b><br/>A solid background concerning the course content, where technical-media skills are combined with theoretical reflection.</p> |
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| <b>Lecturer</b>               | Kira Kessler<br>e-mail kira.kessler@unibz.it,  |
| <b>Teaching language</b>      | English  |
| <b>Office hours</b>           |  |
| <b>List of topics covered</b> | <ul style="list-style-type: none"> <li>-What is fashion? Explaining the fashion system/ Haute Couture, Prêt à porter, fast fashion....</li> <li>-The phenomenon of trends and where they come from and lead to. Influences in fashion.</li> <li>-Explaining the field of textiles, different materials and techniques.</li> <li>-Create concepts that serve as an idea of a collection.</li> <li>-A critical examination of the world of fashion, its values, quality and short-/longevity.</li> </ul> |
| <b>Teaching format</b>        | The seminar is planned as a series of intensive engaging, vibrant and compact blocks, following the main themes as described in the tender and specified here below. The teaching blocks are a combination of frontal lectures, short impulse-lectures followed by various exercises, short theme-based workshops and hands-on work.   |

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| <b>Expected learning outcomes</b> | <p>Expected learning outcomes should be referred to the Dublin descriptors</p> <p><b><i>Disciplinary skills</i></b><br/>Students will be able to apply knowledge related to the design of:</p> <ul style="list-style-type: none"> <li>-Basic knowledge introducing the fashion and textile worlds, after which the students could further follow their tendencies and deepening their interests autonomously.</li> <li>- Virtual and physical visualization of scenarios.</li> <li>- capacity for innovation in the framework of a broader understanding of the contemporary fashion arena.</li> </ul> <p><b><i>Knowledge and understanding</i></b><br/>The students will have acquired:<br/>The basic knowledge to practice a critical look at their work and to deal with contemporary challenges (in the field of the course).</p> |
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|  | <p><b>Ability to apply knowledge and understanding</b><br/> <b>Students will be able to:</b><br/> Put to good use and to develop what has been learned during the course as to further autonomously deepen their engagement and capacities in the field.</p> <p>Transversal skills /soft skills<br/> <b>Autonomy of judgment</b><br/> The students must have developed:<br/> - a good autonomy of judgement in the critical evaluation of their work and in their ability to use correct interpretative methods in relation to the contexts in which they will apply their design practice and/or continue their studies, also considering ethical, social and aesthetic aspects.</p> <p><b>Communication skills</b><br/> Students will be able to:<br/> communicate and motivate at a professional level the reasons for their choices and motivate them from a formal, technical, scientific and theoretical point of view;</p> <p><b>Learning skills</b><br/> Students will have:<br/> communicate and motivate at a professional level the reasons for their choices and motivate them from a formal, technical, scientific and theoretical point of view;</p> |
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| <b>Assessment</b> | <ul style="list-style-type: none"> <li>- Students with a 75% presence are admitted to the exam.<br/> Oral and exercise: oral - with questions of verification and new questions reflecting on exercise experience. Exercise – the results would be assessed according to overall quality and originality of the work.</li> </ul> |
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| <b>Assessment language</b> | The same as the teaching language. |
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| <b>Evaluation criteria and criteria for awarding marks</b> | No final mark only "passed" or "fail".<br>The evaluation is taking into account the complete scope of activities done within the course (2/3) together with the final exercise (1/3). The minimum thresholds for passing the course is an overall of 18/30 |
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| <b>Required readings</b> | No required readings |
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| <b>Supplementary readings</b> | Supplementary reading would be given within the course |
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