



Santa Reparata International School of Art
Course Syllabus

Summer Course

Course Title: The Italian Fashion Industry

SRISA Course Number: FDES 2201, HUM 2101

Maryville Course Number: ART 260

Credits: 3, Contact Hours: 45

1. COURSE DESCRIPTION

Using the Italian fashion industry as a model, students are introduced to the different workings and interrelationships of various industries and services that compose the fashion business. From textiles design and accessories to haute-couture and prêt-à-porter, students will explore the many aspects of the Italian fashion industry. Visits to design studios, fashion exhibits, and textile factories introduce students to the industry first hand. The course looks at how trends are evaluated, fabrics are selected and final products find their way from the drawing board to the runway and clothing racks.

2. CONTENT INTRODUCTION

The history of Italian fashion will be an important component of the course: from the high fashion in Rome during the 50's to the birth of the Italian fashion industry in Florence and the ready-to-wear in Milan. Students will also learn about the life and careers of the most relevant designers of the century: Valentino, Armani, Ferragamo, Gucci and Cavalli along with others will be studied. The course is structured in order to familiarize students with the fashion industry and will be structured as follows:

- In class lectures, video sessions and group critiques, reading assignments, essays and tests and in class creative projects.
- Out-of-class visits to museums, exhibitions, fairs, studios and stores to enrich students knowledge and personal opinions on the “real” side of fashion industry

3. PRE-REQUISITES

There are no pre-requisites for this course, though an artistic background is helpful.

4. GOALS AND OBJECTIVES

At the end of this course students will have a general understanding of the fashion industry and a good knowledge of world renowned designer's styles.

Students will know how to plan a collection from start to finish and understand all technical aspects that lead up to the final sample and production. They will also organize a fashion show that constitutes a major aspect of their final project.

5. REQUIRED TEXTBOOKS AND MATERIALS

The mandatory booklet for this course “Italian Fashion Industry” will be provided by the prof. at the cost of 10 euro.

This is the list of used books for this course:

- *Fashion, Italian Style*, Valerie Steele.

- *Fashion, the century of Designers, Charlotte Steeling*

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- *C 20 Fashion, L.Watson, Carlton*

- *Museo Salvatore Ferragamo-Shoes and Famous Feet, Leonardo Arte.*

6. GRADING POLICY AND EVALUATION PROCEDURES

Your final grade will be based on the following percentages:

- 20% Class participation and attendance
- 20% Assignments
- 20% Mid term-test
- 40% Final exam

Following **grading system** will be observed:

- A Excellent 4.0 95/100
- A- 3.7, (90% to 94%)
- B+ 3.3 (87% to 89%)
- B Above Average 3.0 (83% to 86%)
- B- 2.7 (80% to 82%)
- C+ 2.3 (77% to 79%)
- C Average 2.0 (73% to 76%)
- C- 1.7 (70% to 72%)
- D Below Average 1.0 (60% to 69%)
- F Failure 0.0 (59% and below)
- W Withdrawal 0.0

7. PLAGIARISM AND COPYING

SRISA severally condemns ignorant plagiarism and copying during examinations. Any student that makes use of words or ideas taken from another person's work without properly citing credit for the specific purpose of deceiving their professor will receive an automatic "F" on that assignment or exam. Should the offense be repeated, the student will receive an automatic "F" in the class.

8. EXAMS

There are a Mid-term and a Final Exam for this course. No make-ups are allowed for the exams and the dates of the exams CANNOT be changed for any reason. If a student is absent for the mid-term exam the final grade will be lowered of one full letter grade, if a student misses the Final exam the final grade will be "F".

Late work: Assignments and projects must be turned in on time. Should students turn projects in late they will receive a penalty of 5 points (half letter grade) for each day the assignment is late. In evaluating creative projects and exams, consideration will be given to fashion awareness, creativity, effort, class participation, and group critiques.

Mid-term and final exam will be structured as follows:

Mid-term project

Final: test plus final papers

* *Critiques are friendly group discussion of each student's course work. They allow you to see your own work through the eyes of your peers and instructor, and also encourage you to develop critical insights about your work and the work of others.*

9. ATTENDANCE AND BEHAVIOR POLICY

Students should attend all classes if they are healthy and able to come to class. Students who miss more than 1 class will have their final grade lowered by one letter grade for each additional absence.

For example, if you have an “A” in this class and you are absent 3 times you will receive a “D” in the course. If you are absent more than 3 times you will receive an “F” on your transcript.

Tardiness: After 20 minutes into class time, students are considered absent.

Students who leave 20 minutes before class time ends will be considered absent

Excused absences require a doctor’s note or a written note from the Director.

Arriving in class unprepared to work is considered an unexcused absence.

The use of cellular phones is prohibited during class time.

Students are expected to participate in class, act responsibly, and behave properly while on the school premises. Classrooms are to be left in order and clean. Students must take care of equipment and materials and promptly report any damage and/or loss.

10. COURSE CALENDAR

Week 1

Introduction to the course

Fashion Walking Tour- Orientation in Town

Italian Fashion: Historical outline

Main Fashion Markets: R –t -w and High Fashion and basic terminology

booklet section I

Special Field trip to Pitti Filati Trade Show and Vintage Selection market exhibition (25 euro) tbc

Week 2

Lecture: Fashion Careers and How to plan a collection: Trend forecast, fashion fairs, mood page, color cards, etc. Projection of: video of V&R movie

Lecture: The Italian textile traditions and fashion districts.

Reading assignment: booklet section II

Lecture: The birth of the Italian fashion Industry: Florence.

Special focus on Gb. Giorgini and Emilio Pucci

Reading assignment: booklet section III

Visit to the Pitti Palace: Gallery of Costume

Week 3

Lecture:High Fashion,Rome meets Hollywood.

Special focus on the Fontana Sisters, Valentino and Capucci . Reading assignment: booklet section IV

Lecture: Italian Style for menswear: Brioni. Customer profile in-class project.

Reading assignment: booklet section V

Lecture: The importance of accessories in Italian fashion industry.

Reading assignment: booklet section VI

Visit to the Ferragamo Museum

Visit to the Gucci Museum

Week 4

Milan, the birth and rise of p.a.p. Focus on Armani, Versace and Ferre’

New direction in Italian Fashion, Roberta di Camerino
Reading assignment: booklet section VII & VIII
Projection of: videos of market analysis and related fashion shows
Images of Italian Fashion : Prada vs Dolce & Gabbana
Reading assignment: booklet section IX

Week 5

Review for final exam

Final Exam

Note: All visits and trips need to be confirmed and schedule may change according to museums and studios availability.

11. ACADEMIC ACCOMMODATIONS

SRISA strives to foster an all-inclusive learning environment that best caters to its students' needs. While faculty frequently work one-on-one with students, there are some situations in which special accommodations are required. Should a student have any academic accommodations regarding test taking or otherwise, they must present an official letter from their home University to the SRISA Director within the first week of class stating the accommodations.

12. DISCLAIMER

This Syllabus may be amended as the course proceeds. You will be notified of any changes.