

INTERNATIONAL BA IN FASHION DESIGN

Dual Degree

HAC_R

CENTRO
SUPERIOR
DE DISEÑO

FASHION DESIGN PROGRAMME



Our 3-year International BA in Fashion Design equips students with the skills required to compete in today's international marketplace. This program is designed for students who want to enter the fashion field but have no prior experience in this area. The program allows students to acquire all of the necessary knowledge to carry out a profession to the highest standards. Through our BA you will gain a comprehensive understanding of the fashion industry, its markets, and the particular role of the fashion product designer and developer within the industry. The first two years are taught at the Zaragoza HAC_R campus and the Top up year at an international partner school.

Undergraduate Program

Courses in English

3 years / 60 ECTS credits per year

YEAR 1 (60 ECTS)

MODULES	DESCRIPTION	CREDITS	ASSESSMENT
PATTERN MAKING	<p>An introduction to pattern making that will train students to comprehend three-dimensional volumes, and to develop a feeling for cutting, draping, and pattern making. Students will learn to create prototypes from given fashion sketches, photos, and through draping and/or flat pattern drafting to develop working patterns.</p> <ul style="list-style-type: none"> - Creative exercise with first basic knowledge - Straight and flared skirt - Shirt - Blouse - Dresses 	12	Exercises and prototypes done during the course.
FASHION SILHOUETTE	<p>The study of different styles and artists in terms of fashion illustration of the past and the present. The instructor will begin with studying the centre of gravity and centre of support of the fashion silhouette. Students will examine the basics of the silhouette (front, back, profile, and in motion). Clothed figures (black & white)</p>	8	At the end of the module students will render their own selection of drawing made during the course, and the drawings they had to do as homework.
CAD	Introduction to design software. Photoshop & Illustrator basics.	8	Activities and research will be given by the instructor.
FASHION DESIGN PROJECT	<p>Introduction to Design Processes</p> <ul style="list-style-type: none"> - Fashion designer and his/her activities - Develop an acute awareness of current fashion - Perceive and establish trends - Expand knowledge of clothing worn (lines, details, material), and accessories. - Introduction to the fashion silhouette, and to sensitivity and the technical aspects of colour theory. - Focus on women's garment. - Creation of a garment glossary 	12	For each new topic, students have deadlines and hand in a complete folder following instructions and assessment criteria given in advance.

YEAR 1 (60 ECTS)

MODULES	DESCRIPTION	CREDITS	ASSESSMENT
HISTORY OF FABRICS GARMENTS	<p>Introduction to and analysis of the western wardrobe. Historical and Cultural Contextual Studies. (Study and debate on our manner of dress; males/females; within each age group; in terms of location; activity, etc ...)</p> <p>Clothing messages and functions: the role of appearances, Transformation of the body; moral/Religious, social, and individual Embellishment, Seduction/repulsion</p> <p>Fashion: current fashion; its origins and rhythms; fashion designers, Ongoing research work, using historical and contemporary garments</p>	6	<p>Drawings reproduction of historical models.</p> <p>Tests about the course.</p> <p>One final exam at the end of each term.</p>
FASHION STYLING	<p>By the end of the programme, participants will have gained the ability to recognise different styles and trends, clearly define their personal vision of a product and propose innovative and professional ideas successfully.</p>	4	<p>Activities and research will be given by the instruct</p>
TEXTILE WORKSHOP	<p>Familiarize students with the different types of textiles.</p> <ul style="list-style-type: none"> - Embroidery - Weaves - Transfer - Felting techniques - Dying and decorating fabrics - Textile pattern design - Textile appliqués - 3D volumes 	6	<p>For each area, students have to present a mock-up or creative textile in connection with the techniques learned during the course.</p>
PHOTOGRAPHY	<p>This photography aims to help you develop your skills in researching, producing and managing fashion photo shoots. You will start with exploring the history of photography and art, before going on to plan a shoot.</p>	4	<p>Activities and research will be given by the instructor</p>

YEAR 2 (60 ECTS)

MODULES	DESCRIPTION	CREDITS	ASSESSMENT
PATTERN MAKING II	<p>Emphasis on technical matters. Students will design garments with sleeves (jackets, coats), pants and technique studies (fly clothing, pockets ...) The model assigned are specific as to form, colour, and material. A limited number of style details will be given, so that students can customize their assignments.</p> <ul style="list-style-type: none"> - Coat - Tailored sleeves - Jacket - Pants 	6	Exercises and prototypes done during the course.
FASHION SILHOUETTE II	<p>Students discover their own style and personalize their fashion drawings. Emphasis is placed on working with colours, with the silhouette, clothing the silhouette, and the different details found in clothing. Acrylic and ink</p>	10	At the end of the module students will render their own selection of drawing made during the course, and the drawings they had to do as homework.
CAD II	<p>Perfecting design software. Photoshop & Illustrator + Indesign</p>	8	Activities and research will be given by the instructor.
FASHION DESIGN PROJECT II	<p>Creation clothing and accessories collections within a professional context. Collections created by students should adhere to the themes or brands that are assigned by the instructor to the entire class, and in such a manner that students experience creation according to a sector, a market and a clearly defined brand personality. This professional immersion is essential to an understanding of a future career in fashion design.</p>	10	For each new topic, students have deadlines and hand in a complete folder following instructions and assessment criteria given in advance.

YEAR 2 (60 ECTS)

MODULES	DESCRIPTION	CREDITS	ASSESSMENT
HISTORY OF FABRICS GARMENTS II	Discover the role history has played in fashion occidental societies, from middle ages up to the present. Emphasis on major shifts in notion of fashionable dress, as well as permutations derived from social, economic, religious, and artistic contexts.	6	Tests about the course.
FASHION STYLING II	Students gain an understanding of how stylists work across different media in magazines, advertising, design, catwalk shows, digital media and e-commerce.	6	Activities and research will be given by the instructor
TEXTILE WORKSHOP II	<p>Through both machine and hand techniques, students will learn the method of the art, and develop an appreciation for materials and colour through realizing their own textile creations.</p> <p>The workshop includes a module on sustainable fashion where students will learn about innovation on sustainable materials, fabrics and textiles.</p>	6	For each module, students have to present work that will be evaluated taking into account the knowledge and techniques learned during the course.
MARKETING AND COMMUNICATION	The course surveys in an in-depth fashion the theoretical and structural models of marketing communication and aims to equip students with the tools necessary to create a coherent and fully integrated promotional campaign. Students will be actively involved in the design and implementation of various strategic communications approaches meant to target different publics on an international scale. Modules include: Social Media Marketing and Branding.	8	Activities and research will be given by the instructor

YEAR 3 (60 ECTS)

MODULES	DESCRIPTION	CREDITS	ASSESSMENT
FASHION DESIGN PROJECT (FINAL COLLECTION)	This course focuses on the development of your individuality and independence as you initiate, develop and complete your final degree project.	20	Feedback during the semester and evaluation of the final collection.
PATTERN MAKING (FINAL COLLECTION)	For the creation of each garment, students will alternate 3-D draping with flat pattern techniques and will be able to construct their final pieces during this course.	15	Exercises and prototypes done during the course and evaluation of final collection assessed with specific criteria.
CAD (FINAL COLLECTION)	On completion of the course, students will have gained a proficiency in the use of Adobe Suite, Illustrator and Indesign. Photoshop design and will be able to present their final collection in a digital format.	15	Feedback during the semester and evaluation of the final collection.
4-MONTH INTERNSHIP DURING SUMMER	Work experience will provide students with practical experience in areas which pertain to their specific interests and skills. Although employment will be coordinated through the Faculty members, students will be encouraged to find their own employment opportunities.	10	Students will maintain logs of their work experience and will make a report and presentation.

