

FACULTY OF **ARTS AND LETTERS**

DEGREE COURSE: **FASHION AND DESIGN BA**

**SUBJECT:** INDUSTRIAL DESIGN 2

**LECTURER:** ROSSELLA MANA

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## **OBJECTIVES**

1. To present an introductory overview of the characteristics and typical variables of the fashion design product;
2. to provide a methodological approach for the development of a project about an accessory of fashion design.

The student at the end of the course will be able to:

- a. analyze the reference scenario in order to identify the main variables that contribute to the fashion product design;
  - b. develop an innovative accessory of fashion design through all the stages of the project;
  - c. effectively present the final output in order to endorse its specific innovative features.
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## **CONTENTS**

The course is divided into two main parts:

First part: introduction of fashion design and strategic factors that contribute to the planning of the fashion product.

Second Part: development of a fashion project to deliver a final output.

Students can choose between two themes: the "technical" eyewear for sports or the "precious" jewel. The two themes will be presented analyzing the specific stages of the development of the two typologies of accessory and its technical/formal aspects. Lessons will follow the development of the project, divided into specific steps: research trends and new solutions, preliminary analysis, design of proposals for innovative concepts, product development and presentation of the final report.

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## **ASSESSMENT**

Written exam: Multiple choice and open questions.

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## **RECOMMENDED TEXTBOOKS**

Mcgrath, J., "Jewellery Making A Complete Course For Beginners", Apple Press, 2007, ISBN: 978-1845432386.

Albarelo, A. Pistoletto, M., "Eyeglasses and surroundings - Extraordinary Stories of revolutionary inventions, Fabiano, 2011, ISBN: 978-8889629932.

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