

# FACULTY OF ARTS AND LETTERS

## DEGREE COURSE: FASHION AND DESIGN BA

### SUBJECT: INDUSTRIAL DESIGN 1

### LECTURER: ROSELLA MANA

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### OBJECTIVES

1. To provide knowledge about the technical dimension of a product in terms of material components, highlighting possible ideas that contribute to the creation of fashion design product;
2. to provide a methodological approach concerning the development of a project within the realm of technical-sport accessory.

At the end of the course, students will be able to:

1. analyse the existing scenarios both in fashion design and in design in general;
2. develop a technical and innovative sport accessory through all the phases of the project;
3. present a final project highlighting its most distinctive and innovative aspects.

### CONTENTS

#### First Part

- a. Innovative materials for fashion.
- b. The technical-sports accessory.

#### Second Part

- a. Trends research and new solutions.
- b. Preliminary analysis: scenarios, requirements and problems solving.
- c. Innovative concepts.
- d. Product Development: detailed design, material selection, technologies to be used, and technical details of the product.
- e. Communication: digital presentation of the project.

### ASSESSMENT

Written exam: Multiple choice and open questions

### RECOMMENDED TEXTBOOKS

Kathryn McKelvey, Janine Munslow, "Fashion Design: Process, Innovation and Practice", ED. John Wiley & Sons; 2011, ISBN: 978-0470655771.

JOHN LAU, "Designing Accessories: Exploring the design and construction of bags, shoes, hats and jewellery", ED. AVA Publishing, 2012, ISBN: 978-2940411313.