

FACULTY OF **ARTS AND LETTERS**

DEGREE COURSE: **FASHION AND DESIGN BA**

SUBJECT: INDUSTRIAL DESIGN 1

LECTURER: ROSSELLA 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.
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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.
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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.