



Fas- hion de- sign

The functional components of clothing are closely linked to cultural aspects as they represent, communicate and define the image of each individual or group.

For this reason, projects in the area of Fashion Design encompass different fields of creation, with experiences that provide students with the chance to work from a conceptual basis, which will help them in the proposals they develop and help guide them towards presenting these proposals on professional catwalks.

Students will work on projects that cover the various types of



situations that fashion professionals may find themselves in throughout their working lives. Fashion design signifies an invaluable contribution to the cultural scene of any country, as even though design culture and project theory are a starting point, at the end of the process, the fashion product makes its own contribution, not only to the social and cultural scene but also to the economic and industrial context of the society in which it is created.

Fashion Design studies seek a balance between form and function: Form is necessarily determined by stylistic codes and these are defined by the student; and the Function of use, which must never lose sight of an ever-changing target audience.

Fashion is a language and is therefore a great tool with which to communicate the dominant values of each moment. As a language, it gives rise to feedback, meaning that it goes unnoticed by very few. Productive and economic viability plans are also very much present in Fashion Design studies, without forgetting the essential support provided by effective physical or digital communication.

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Design Basics
Draping Projects
Children's Fashion Design
Fashion Product: Accessories, Footwear
Costume Design
Prêt-À-Porter Designer
Collection

1st & 2nd semester

DESIGN BASICS

The main role of this subject is to equip students with the basic resources for creation in terms of form, composition and colour, through creative and experimental learning processes.

The contents of this course are taught according to concise learning processes, which help students to assimilate the principles of visual language, providing them with a solid base of knowledge and skills in complex visual processes.

It also presents the necessary information regarding nomenclature and terminology that are essential for a fashion designer.

BASIC PROJECTS

In Basic Projects students learn to design by designing.

The idea is to form students' artistic and creative abilities using basic tools and processes inherent to Fashion Design.

During the course, we will carry out a one-off field project, visiting Fashion Design studios and Fashion Trade Fairs that will serve as an example and support.

DRAWING AND GRAPHIC TECHNIQUES

This course provides students with an introduction into the theory and practice of techniques, methods and procedures that will enable them to represent three dimensional objects in a two dimensional plane using conventional drawing techniques. Students will develop their ability to graphically define ideas, images, objects and spaces, whether real or of their own invention.

Students' development is based on ongoing work under the guidance of the teacher. It is fundamentally a practical and experimental course that acts as a basic introduction to graphic expression applied to design.

SPACE AND VOLUME

Space and Volume is a pivotal subject for students to understand and develop their visual language in a physical, three-dimensional context by learning specific, volume-related procedures and how to handle physical components. These tools bring students closer to understanding the tangible and sensitive aspects of forms

and as a result, to the physical experience of the creative process from an intuitive and unique perspective.

SYSTEMS OF REPRESENTATION

In the Systems of Representation course, students will build their knowledge and learn different communication and information languages.

They will learn to develop a spatial perspective of objects, incorporating logic into the drawings and constructions that they propose, which must always centre on the need to communicate. This will be in addition to other specific languages that will help to clarify ideas and the aesthetic, technical and formal information of the item in question.

Finally, students will approach any technical representation issues that may arise in Design studies.

DIGITAL LANGUAGES AND TECHNIQUES

This subject explores the basic procedures used in computer-based drawing and design, so that students may use these technologies as techniques to apply in their creative and productive process, and as a tool for communication and management.

Knowing how to use various professional programmes is essential to be able to carry out and implement projects and to go about presenting them in a contemporary way. In this sense, this subject course rounds off training for these future professionals.

PHOTOGRAPHY AND AUDIOVISUAL MEDIA

The importance of communicating fashion through images in today's society means that fashion designers need to understand the language and the technical and aesthetic factors that govern these images.

In response to this need, the subject will equip students with the necessary tools to become fluent in basic photographic technique, both in terms of using their cameras and natural and artificial lighting (the latter in the studio). They will also become familiar with the basic resources of audiovisual language.

All this will be studied from a theoretical and practical perspective applied to analysis and production.

The growing consumption of fashion publishing both in print and online makes it important to understand the basic production processes in fashion photography and its communication strategies. Students will also learn how to interpret processes and codes of audiovisual language in general and in fashion film as a specific fashion-focused audiovisual product.

PATTERN CUTTING AND CONSTRUCTION

With this course, students will learn basic pattern cutting and construction skills, enabling them to understand how a prototype is made from beginning to end. Pattern cutting is a subject in which students work on block patterns, following an industrial pattern-cutting method. This is an essential tool in order to render block patterns for menswear and womenswear garments. Garment construction allows students to get hands-on experience in marker-making and learn the techniques needed to create prototypes. This is a basic subject so that students can understand the structure of garments, to go on to make creative proposals.

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SCIENTIFIC PRINCIPLES OF DESIGN

Scientific principles of design is a scientific subject that studies aspects related to material, its properties, its composition, its interactions, the environment and energy.

It provides students with the necessary scientific and technological information, terminology and nomenclature to study other specific, fashion-related technological subjects in later years.

Given its scope for innovation, it has a huge impact on progress and creating technologies in all fields of fashion. It plays a very significant role in protecting the environment and in manufacturing new, more competitive

materials that improve the quality of products in the textile sector within sustainable development.

PRINCIPLES OF DESIGN HISTORY

Principles of Design History is a basic subject that forms part of the Art and Design History area. Each teaching unit gives a detailed view of design history and links it to examples of contemporary art and architecture.

The subject provides future professionals with essential training in styles, movements, trends and designers. In this regard, the course contents support and add to the technical education of designers by asking them to critically consider the historical-conceptual context.

DESIGN AND BUSINESS

This subject provides students with basic knowledge on the workings of the economy and companies.

Decision-making, internal company practices and the relationships that businesses make with the market, as well as the protection of designers' rights, are key areas of knowledge for future designers to be able to successfully apply and exercise their technical and creative skills in the professional world.



3rd & 4th semester

CHILDREN'S FASHION DESIGN PROJECTS

Children's Fashion Design Projects is a specific and obligatory subject that is taught in the second year of the Fashion Design Degree.

The subject is framed within a specific period of a person's life, that of childhood, when the users' needs vary from that of adults and are of utmost importance as they are intrinsic to both a person's physical and motor development and their intellectual development, which changes with each stage of growth.

Clothing plays a key role in the context of children's development today, subject to new sources of information that have brought about huge changes in children's social profiles.

This subject contributes towards providing answers to these needs, both in terms of communicative values and the specific functional needs of comfort, growth, safety and cognitive abilities. For this reason, these two aspects need to be approached and developed in the morphology of the project.

Wherever possible, we arrange visits to companies and participate in the FIMI

(Children's Fashion Trade Fair) for students to get the most out of this subject.

PROJECT: FASHION PRODUCT

This course has been prepared given the growing demand for designers specifically for the footwear and leather goods sector.

Fashion Product Projects is a specific and obligatory subject that is taught in the second year of the Fashion Design Degree.

This subject helps strengthen a specific sector through an ideal working method; to imagine, design and create products with added value and great design, targeted at the footwear and leather goods industry, all with the aim of satisfying the growing demand for work in the sector, particularly in this region of Spain.

The relationship and coordination of this subject with others being studied at the same time or previously, helps to improve the field of work and broadens the spectrum of research by gaining information and experiences to apply them to other sectors or fields of work and thereby improve the final result. The specific details and level of technical specifications covered during this course will always depend on the projects the college are able to arrange with companies from this sector.

Wherever possible, we arrange working groups through workshops, master classes and visits to companies, for students to get the most out of this subject.

DRAPING PROJECTS

The aim of Draping Projects is to equip students with the necessary, basic knowledge on how to carry out draping on the stand. They will use the body as their place to experiment and fabric is the material used to research it.

This subject broaches the fashion project in a way unlike any other fashion project in terms of creating a garment. It has a direct work method that applies a simultaneously constructive and creative formula and is designed in the workshop itself.

This subject is essentially practical and is based on the ongoing work of the student overseen by their teacher.

FASHION ILLUSTRATION WORKSHOP

The Illustration workshop is above all a practical subject in which students learn through a progressive training process, carrying out a range of exercises, to create their own style that sets them apart from the rest. To get to this stage, the subject will look at the different types of human bodies (men and women), beauty ideals and their influence on art and on the work of contemporary illustrators, not only in fashion but also in other fields of illustration, with the aim of revitalizing typical fashion-figure drawing. Students will study human body proportions, various types of graphic expression and different representation techniques. All this will inspire their curiosity to experiment, develop and communicate an image with its own identity, developing added value for them to create maximum visual impact and to communicate a fashion product.

PATTERN CUTTING

To move on from the dynamics of the previous year and with the aim of coordinating this course with the Children's Fashion Design Projects course, the subject will be structured in two parts. In the first part students will work with block patterns for babies and children on a 1:1 scale, to then be applied and developed at the FIMI (Children's Fashion Trade Fair). In the second part of the course, students will make alterations to block patterns for menswear

and womenswear, applying what they learnt in the previous year, to a 1:2 scale (they have to first create the block patterns to a 1:2 scale)

GARMENT CONSTRUCTION

In Pattern Cutting and Construction, both theory and practice are aspects of the same learning process. Experimentation is an important part of education and as such must make it possible for students to carry out an in-depth, constructive analysis of prototypes, draping, modifications and finishes. It provides students with the specific pattern cutting and construction terminology and nomenclature that will be essential to them as future professionals.

The highly practical and experimental nature of this course makes a huge impact on students' progress and on their ability to define and carry out their projects. It also plays a very important role in terms of technical terminology, which is essential for industrial-scale manufacturing.

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TEXTILE MATERIALS, FIBRES AND STRUCTURES

This is a scientific subject that deals with aspects related to textile fabric, its properties and characteristics and the possibilities that these can lead to in the fashion world.

Since time immemorial, man has found materials in nature and has altered them to build structures to wrap around the body, whether making use of their functional and/or aesthetic properties.

In this way, fashion designers must be able to broach the extensive range of materials and fabrics available today (thanks to technological advances) and understand which will be able to provide the garment with the desired functionality or with the aesthetic features established in the ideation process.

MANUFACTURING TECHNOLOGY AND PROCESSES

This subject deals with all the textile finishing processes, or in other words, finishes, printing and dyeing. It is made up of both theory and practical training, allowing students to later select the textiles that are best suited to the technical requirements of a fashion design project.

Of all these textile finishing processes, the use and application of colour is vitally important, so in addition to industrial dyeing processes, the course will cover the use of colour in fashion, colour predictions and trends. Finally, students will carry out practical projects in dyeing and printing.

HISTORY AND CULTURE OF FASHION DESIGN AND DRESS

People today, much as in traditional cultures and industrial cultures, cover and/or decorate themselves every day. This phenomenon repeats itself every day, more or less consciously due to needs, modesty, status, the need to be different, as well as social identification. Our everyday clothing is a language that needs to be deciphered in order to find the message.

Early human vestiges include bone needles, hide scrapers, safety pins, adornments made with shells, that reveal the interest and time spent on making tools that would then enable them to create necessary items of clothing and suitable decoration.

As the industrial society developed, the magic or "ritual" side started to disappear, being overridden by "fashion" and the ensuing controversy and confrontation between traditional and innovative positions. Above all though, "fashion" signifies acceleration in the production and consumption system; in the demand for raw materials, in industrial and technological development in pattern cutting and construction systems, benefitting the effectiveness and efficiency demanded by each period.

Fashion ends up creating a "system" which increasingly turns to other graphic languages, such as advertising, illustration and photography, combined with print media and magazines that are progressively more specialised, taking us

to the audiovisual narratives of recent decades.

The phenomenon of dressing, in addition to taste, recreation and desire, is a show of economic power, how morality affects us, getting our partners' attention, and the relationship people have with their own body and that of others, which do not have the same characteristics in the East and the West.

In short, this type of critical thinking and contents are ideal as part of a fashion designer's training because it will allow them to create the theoretical framework of their design proposal, to search for references when designing and contextualise their contribution by combining form and function, whilst being aware of the industrial, psycho-social and symbolic significance.

CULTURE OF DESIGN

In today's society there is a growing need for information, communication with one's most immediate environment and with the world in general. Following the process of globalisation and the constant changes facing social groups, there is a need to study human beings and the cultural manifestations that surround them and determine their reality. A designer must be able to understand all these phenomena, be able to adapt to the circumstances and decide what they are designing, and how and why they are doing it.

Through Culture of Design students will become familiar with and understand the meaning of design in contemporary societies, with the aim of being able to effectively communicate with the support of semiotics, aesthetic and the theory of form, function and structure.

Culture of design focuses its study on the tangible and intangible aspects of everyday life. On one hand it is structured around images, words, forms and spaces; but on the other, it combines discourses, actions, beliefs, structures and relationships. The concepts of value, creation and practice that make design an object of study are also processes that refer to designers, production and consumption, respectively.

In short, when a designer enters the professional world of work, he or she will need to intuitively sense and understand cultural, social and artistic changes to plan well-suited and responsible solutions in their cultural and social context.





5th & 6th semester

DESIGNER COLLECTION PROJECTS

In the Designer Collection Projects subject, students will learn how to create a prêt-à-porter collection through a meticulous analysis system that structures the entire research process for design and intensifies creative thinking. The creative scope of this subject focuses on seeking a personal identity, which acts as a basis to understand and manage the logic of the process and the subsequent creative development.

This subject establishes the foundations of future, personal projects and those related to personal identity. Students will especially focus on aspects of brand identity and distribution identity as they help to understand the process of authorship and give them a wider and more coherent outlook of the entire creative process.

STAGE COSTUME PROJECTS

Stage Costume Projects aims to provide students with the basic, necessary information to design and create a stage costume wardrobe, whether for theatre, dance, opera or cinema.

This subject looks at projects in a different way to other fashion project courses as it teaches them about costume design and characterisation, from the history of dress, touching on dramatic characteristics and then moving to the physical features of the actor. This work needs to be adapted to the specific characteristics of a medium in which the wardrobe must be at the service of the actors, dancers or singers and of the director's set design. From a teaching point of view, the course has been designed as a combination of theory, technical and practical-creative contents that will be followed in consecutive order. It is based on the ongoing work of the student, overseen by the teacher.

PROJECT PRESENTATION AND COMMUNICATION WORKSHOP

How to design a report; how to assemble an exhibition panel for a project; how to prepare a digital presentation for your work, and deciding which are the best media to present them in each case, are graphic design skills that future designers need to be familiar with to present and communicate their fashion project contents in the most effective possible way.

This is a mainly practical subject and is based on the ongoing work of the student.

MOULAGE WORKSHOP

The aim of this moulage workshop is to continue the training in this technique that students initiated in the Draping Projects course in the second year.

Students will further and broaden their knowledge, techniques and the use of tools applied to studying and creating garments on the stand, working on garments and parts of garments not covered in the previous year.

This is an essentially practical subject and is based on the ongoing work of the student overseen by their teacher.

FASHION STYLING

The relationship and coordination of this subject together with other subjects being studied at the same time or previously, helps to improve the field of work and broadens the spectrum of research in Fashion. It also helps to link and understand key aspects related to: style, aesthetics, trends and fashion through social and cultural studies, adhering to a project-based methodology and forms part of subjects being studied at the same time; such as the designer collection projects and stage costume projects, whose theoretical aspects are enhanced with subjects such as aesthetics and contemporary trends in fashion design.

All the information and skills learned both from this course and from the abovementioned courses, act as a source of feedback and knowledge with which students can strengthen and manage their artistic creativity and provides them with know-how concerning project fieldwork, with the aim of improving final results.

This subject helps students to understand and conceive the difficult task of a stylist by studying and creating projects aimed at different themes: fashion events, advertising, set design, cinema, music, personal image, art directing, coolhunting, etc., in which the work of directing, managing and coordinating a styling project plays an essential role, which is undoubtedly decisive in gaining professional success.

With this in mind, our objective is to focus on all the aspects that outline and define a stylist in different career paths: as a style/art director, as an image advisor and as an aesthetic trends researcher; which help to coherently show areas of style related to Style Identity, Image Identity and Identity related to the distribution of the fashion product, services and image in general.

FASHION DESIGN TECHNOLOGY

In this subject, students will gain a deeper insight into graphic digital resources geared towards design, whose various applications encompass the creation of textile designs, garment construction and fashion-figure drawing. The use of these programmes is promoted as a technique to be applied both in the creative and production processes, and as a tool for communication and management.

Using various professional programmes is essential to be able to carry out and interpret projects and to go about presenting them in a contemporary way. In this sense, this subject rounds off training for these future professionals.

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APPLIQUÉ WORKSHOP

This is a workshop-based subject in which students learn to knit and carry out basic crochet stitches, finally designing and making a number of prototypes. They will also learn to make rag rugs.

ACCESSORIES WORKSHOP

This is a workshop-based course in which different techniques will be applied to develop students' creative abilities by creating their own collections of accessories, such as hats, fascinators, turbans, belts, and more. Students will work with various materials, both natural and/or synthetic to create their prototypes, using techniques such as moulage or creating blocks with polyurethane, expanded polystyrene, etc.

AESTHETICS AND CONTEMPORARY TRENDS IN FASHION DESIGN

Trends are not a frivolous or simply commercial phenomenon as all the things we do are influenced by fashions, which being cyclical in nature, come and go in one form or another. But this is not always the case for everyone as we have to consider the potential conflict of interests or tensions between personal and collective interests.

There comes a point when fashion is no longer fashionable, when what yesterday was an object of desire couldn't be more unfashionable today. So maybe we should ask why this fast-moving phenomenon occurs. What machinery governs and imposes its tastes on the masses? Is an individual free to act as he/she likes or does the "social" aspect impose its decisions on them? We should probably accept this fact, the reality that trends and fashions have started to control lives and now holds the power that in past times was exercised by ideologies and religions.

Another thing to take into account is that it all works as a SYSTEM, of industrial, economic and commercial importance. Coincidence and improvisation have nothing to do with it. Inconsistencies in the system create important losses and when these are frequent, these become irreparable. In the early 21st century with a globalised fashion industry that is organised around megafirms that cross continents and boast positive returns thanks to the demands of the nouveau riche and fashionistas...we might think that now more than ever, the social body is aware of and follows trends, and that perhaps these have become the new "opium of the people".

It is a phenomenon that all Fashion Design students must be aware of, keep up-to-date with and put into practice in their Projects.

MARKETING AND COMMUNICATION

This subject analyses the concept and practise of marketing an object so that these future designers understand Marketing philosophy and are able

to apply marketing principles, methods and techniques to develop their own collections and to apply in their professional careers.

Marketing is about creating a product or service that satisfies the needs of the client, offering it at a price that clients are willing to pay, making it available to the client in the place and at the time that they want it and drawing attention to it using codes and media that the client can relate to.

Fashion designers need to identify and understand marketing strategy, the business environment, the target audience, positioning and companies' marketing mix, to be able to design collections that offer value to the target audience and that are coherent with the brand.

Marketing is about creating, communicating, delivering and exchanging proposals with the highest value for its clients. Once exercising their profession, designers need to apply marketing principles and techniques to survive in a highly competitive and increasingly demanding environment.

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FASHION DESIGN MANAGEMENT

This subject analyses the role of design in industry and its importance when creating added value for a company.

Companies are becoming increasingly aware of the value of design as a means of attaining their strategic and corporate goals. Within the field of design management there are multiple outlooks, from the aspect of organising processes to develop new products and services, to the view of providing solutions for companies' needs and the effective use of design.

With this in mind, and over the five teaching units that comprise the syllabus of this subject, students learn the importance of design management as a decisive area when taking a strategic approach to fashion design.

7th & 8th semester

WORK PLACEMENT

Work placements form part of the training carried out by Degree students with the aim of allowing them to apply and build on everything they have learned in their academic training. It also enables them to gain skills that will prepare them to carry out their professional activity in the field of Fashion Design, increase their employability and their business mindset.

Placements may be carried out in centres pertaining to ISEACV (Institute of Higher Art Education of the Valencia Region) or in collaborating companies, such as Fashion Design, Communication, Styling companies, studios, workshops and magazines, private and public institutions on both the national and international scene.

Work placements will be tutored by a professional, qualified tutor in the company or institution and by an academic tutor from the EASD, who will be a teacher at the college.

FINAL PROJECT

The key aim of this subject is for students to carry out a project that encompasses all the knowledge and skills they have acquired during their training. It also aims to create a suitable framework to develop their final projects combining various areas and specialisations, through the support and advice offered by a multidisciplinary group of teaching staff.

Through this subject, students will corroborate what they have learnt, learn how to carry out more meticulous research, apply analytical design strategies and tools and critically think about concepts that will enable them to reach more creative results. Students will approach these matters independently to be able to produce a final project that is creative, coherent and decisive, and which they must present in public.

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