

# *Disegno Italia*

## Summer Program 2009 Course Descriptions

### **PART 1 – Interdisciplinary Component Course Description: Weeks 1 and 2**

Il Sillabo in San Giovanni Valdarno, Tuscany, Italy



#### **Notes for Introduction to Italian Culture course:**

- All students will take this course during weeks 1 and 2.
- Participation is required. Absences will lower the course grade.
- Program fees cover coach buses or train costs for field trips and hotel for Rome trip.
- Meals are not covered and are the responsibility of the student (except for orientation brunch, welcome dinner, and cooking class).
- Digital camera and personal laptop computer are recommended for all students. A jump drive is required.

**Introduction to Italian Culture:** ARHS 225 or FDM 293, 3-semester credit hours.

PR: Sophomore standing.

**Course Description:** Exploration of Italian history, culture, art, design, and language through lecture and experiential learning. Possible field trips: Florence, Rome, Pisa, Siena, Lucca, Milan. Students conduct an individual design research project.

### **PART 2 – Specialized Component Course Descriptions: Weeks 3 and 4**

Nuova Accademia Di Belle Arti (NABA), Milan, Italy



#### **Notes for all NABA courses:**

- Students will take one course from the following list during weeks 3 and 4.
- Participation is required. Absences will lower the course grade.
- Field trip fees are the responsibility of each student (entrance fees or transportation to museums, showrooms, etc.)
- Students should bring supplies suggested for each course; most supplies can be purchased at the NABA Store on campus.
- Digital camera and personal laptop computer are recommended for all students.

## DESIGN

**Interior Design Studio:** ID 293, 3-semester credit hours. PR: Sophomore standing.

Also Required: Drawing by hand and/or digitally; model-making skills; the student's education level should be equivalent to or higher than the second year of BA/BS college studies in Interior Design, Product Design, or Landscape Architecture.

Course Description: Intermediate interior design laboratory exploring relationships between design and culture through immersion in Italian life; field study, lectures, and studio exercises engage contemporary issues related to the conceptualization, planning, and experience of interior spaces.

**Product Design Studio:** ID 293, 3-semester credit hours. PR: Sophomore standing.

Also Required: Drawing by hand and/or digitally; model-making skills; the student's education level should be equivalent to or higher than the second year of BA/BS college studies in Product Design, Interior Design, or Landscape Architecture.

Course Description: Intermediate interior product design laboratory integrating market trend research and material sourcing into design conceptualization, development, and communication; topical workshops, guest lectures, and personal interactions with Milanese design culture inform the design process.

## FASHION

**Fashion Accessories Design Studio:** FDM 293, 3-semester credit hours. PR: Sophomore standing

Also Required: Computer graphic techniques, specifically Power Point and basic Photoshop skills; drawing skills strongly recommended but not mandatory; creative vision, curiosity, and ability to investigate sociological trends; ability to communicate a concept through sketches, color coordinating, material combinations, pictures, illustrations, and drawings.

Course Description: European luxury accessory brands and *Made in Italy* shoe and bag collections are explored through image, product development, production, and communication strategies; field trips. Project: create new luxury accessories brand; image design to final presentation.

**Fashion Journalism Studio:** FDM 293, 3-semester-credit hours. PR: Sophomore standing.

Also Required: Basic knowledge of Photoshop and InDesign; strong motivation to explore the meaning of fashion; avid reader of fashion, especially global Fashion; strong interest in internet research, storytelling, and interviewing.

Course Description: Current fashion publications, culture, and dress are examined. Fashion analysis, description, reporting, promotion, and advertising are explored to develop a targeted fashion publication in an editorial office setting using a team-based approach.

**Fashion Merchandising Studio:** FDM 293, 3-semester credit hours. PR: Sophomore standing.

Also Required: Successful completion of a marketing or fashion marketing course.

Course Description: Key activities relating to the fashion life cycle including buying and the study of merchandising from a global perspective are discussed including sourcing, international fashion retailing, relationships between supply chain members, luxury retailing, and branding.

**Fashion Photography Studio:** FDM 293, 3-semester credit hours. PR: Sophomore standing.

Also required: Basic knowledge of digital camera; familiarity with fashion photography and layouts in fashion advertisements, fashion editorials, and other print media.

Course Description: The history of contemporary photography and various camera media are presented. Students meet with fashion magazine editors and fashion photographers and produce a final project that includes a fashion photo shoot for a magazine editor.

**Fashion Styling Studio:** FDM 293, 3-semester credit hours. PR: Sophomore standing.

Also Required: Basic skills related to Photoshop and video-editing programs for PC or MAC; digital photography and computer graphic techniques; creative vision, curiosity, and ability to investigate sociological trends; ability to communicate a concept through objects, clothing, locations and images.

Course Description: The fundamentals of fashion styling to attract media attention are discussed.

Students analyze all aspects of a styling event using an interdisciplinary and international approach to produce a photo shoot for a specific target audience.

**Fashion Textiles and Fibres Studio:** FDM 293, 3-semester credit hours. PR: Sophomore standing.

Also Required: Basic textile manipulation techniques; basic hand and machine sewing skills; a willingness to learn and experiment with simple “finissage” and textile handling techniques to obtain new textures; an interest in experimenting and handling textiles in order to create new performance characteristics and unique fabrics; also open to merchandising students eager to learn how to recycle textiles to acquire a new perspective on the creation of objects.

Course Description: An examination of traditional and contemporary textiles, artisanal and industrial textile designers, global textile production and the environment, and the social/psychological value of textiles across cultures will lead to the production of a textile product.

## **GRAPHIC DESIGN**

**Graphic Art Design for Fashion:** ART 293, 3-semester credit hours. PR: Sophomore standing.

Also Required: Basic knowledge of Adobe Creative Suites programs, such as Photoshop and Illustrator; hand drawing and possibly digital drawing; the student’s education level should be equivalent to or higher than the second year of a BFA/BA/BS program in Visual

Communication/Graphic Design or Fashion Design.

Course Description: The influence of graphics on fashion design will be explored. Students will examine and analyze selected brands and then process a graphic design from concept to printed article.

**Photography and Moving Image:** ART 293, 3-semester credit hours. PR: Sophomore standing.

Also Required: Knowledge of digital photography and computer digital image development; the student’s education level should be equivalent to or higher than the second year of a BFA/BA/BS program in Visual Communication/Graphic Design.

Course Description: Exploration of technique to create animations drawn by light through a series of long-exposure stills, edited in a sequence, to form short movies; provides students with an introduction to moving imagery and the stop-motion technique.