

# Fashion Design

Study Plan

[iedbarcelona.es](http://iedbarcelona.es)





Álvaro Martínez Pérez

# FASHION DESIGN

## BA (Hons)

IED Barcelona is the only Spanish school that teaches a Bachelor of Arts (Hons) validated by the University of Westminster.

Since 2010, IED Barcelona offers the possibility to students of studying fully in English. This certification recognizes once again our formative quality and consolidates the international prestige of the school.

**Top Fashion Schools Ranking 2019:**  
**Fashionista.com + Business of Fashion**  
**Final fashion show in streaming on**  
**Notjustalabel.com**

*50 Years of experience, 100% Worldwide network*  
*11 World locations, 10,000 Students a year*  
*+ 100 Nationalities, + 1000 Partner companies*



Carla Alberch Piera



Carla Alberch Piera

## GENERAL INFORMATION

**Language:** English

**Credits:** 360 UK Credits

**Duration:** 3 years (6 semesters)

**Hours:** Monday to Friday full time

**Calendar:** The academic year starts in September

**Fashion School Director:** Julia Weems



## COURSE DESCRIPTION

**“Future fashion designers must be able to combine individual creativity with industry awareness. A strong practical foundation gives the students the skills necessary to create and innovate at a professional level.”**

IED Fashion trains professionals to be able to interpret fashion and its expressions with the most up-to-date demands of the market in mind. Our students acquire the skills to create a collection, to organise a fashion show and they acquire knowledge about fashion marketing and communication, enabling them to create their own brands and/or work effectively within an established brand structure. IED Fashion is a reference in communication and trends. As such, it collaborates with fashion companies and institutions as a link between industry and education. All teachers are active professionals (designers, stylists, photographers, coolhunters...). The fashion labs are completely new, equipped with the most innovative machines and professional standard mannequins. This area also offers an Official Undergraduate Degree (Título Superior) in Spanish.



Tamara Toby



## WHO IS BA (HONS) FASHION DESIGN FOR?

This is a three-year course taught in English, that allows students to undertake a Bachelor of Arts validated by the University of Westminster. Its philosophy is to develop you as an individual to become an innovative and creative designer, and challenge you to develop an aesthetic style relevant to the contemporary international fashion industry.





Alexandra Gavonel Arenas



Alexandra Gavonel Arenas

## JOB OPPORTUNITIES

Fashion designer, stylist, illustrator, textile designer, patternmaker, trendsetter, coolhunter, image consulting, product manager, fashion editor, etc.

# FIRST YEAR / LEVEL 4

## BA FASHION DESIGN

### 120 WESTMINSTER CREDITS

#### First Semester Credits

FASHION CULTURE HISTORY OF FASHION SEMIOTICS STYLING	20
FASHION INVESTIGATION SKETCHBOOK AND PORTFOLIO TRENDS AND ART HISTORY	20
TEXTILE DESIGN 1 MATERIALS AND TECHNOLOGY 1 INTRODUCTION TO COLOUR PRINTING PROCESS 1 MOULAGE 1	20

#### Second Semester

PATTERN AND DRESSMAKING TECHNIQUES 1 DRESSMAKING 1 WOMEN'S PATTERNMAKING 1 MEN'S PATTERNMAKING 1	20
REPRESENTATION TECHNIQUES 1 DIGITAL DESIGN 1 FASHION DRAWING	20
FASHION DESIGN 1 FASHION PORTFOLIO FASHION COLLECTION	20

1 University of Westminster Credit = 12,5 comprehensive hours of work.

1 ECTS = 25 comprehensive hours of work. Comprehensive hours of work  
contact hours (in class) + Independent learning

*The headship of the Istituto Europeo di Design reserves the right to modify  
the study plan depending on demands that may appear in relation to the didactic objectives.*

Gabriel Silva Barros





## FASHION CULTURE

The module introduces students to fashion history focusing on the analysis of clothing and accessories. It addresses past and present concepts found in global fashion. Through the analysis of styles and trends and the works of today's major designers it provides a strong basic foundation for students to draw from and interpret in their current and future projects. This module is made up of three classes: History of Fashion, Semiotics and Styling.

## FASHION INVESTIGATION

The module introduces the student into the importance of research as a key element to start and carry out the design process. It provides with the different techniques, sources and methodologies to develop a critical investigation both visual and written. The course also analyses the main Western artistic movements and the repetitive language and media: from the birth of modern art to the historical avant-garde movements up to the contemporary trends and multimedia expressions. This module is made of two classes: Sketchbook and Portfolio, Trends and Art History.

## TEXTILE DESIGN 1

The module introduces the main techniques of fibre and textile manufacture leading to the production of final fabrics. Focusing on each process individually it allows the students to develop an understanding of each aspect of fabric production and how to identify characteristics through simple fabric analysis enabling them to develop a sensitivity to the many different qualities. Additionally, the module also focuses on colour theories and

the use of colour in textile fashion design and artisan printing techniques and introduces the theory and practices to develop in a creative way a complete and correct textile design. This module is made up of four classes: Materials & Technology 1, Printing Process 1, Introduction to Colour and Moulage 1.

## PATTERN AND DRESSMAKING TECHNIQUES 1

The module introduces a direct approach to manufacturing and production techniques, focusing on real garment proportions and materials. It provides a firm grounding in practical work transforming and manipulating the basic blocks and draping techniques. This will be the base for students to undertake research and attempt the production of 2D and 3D work, applying the different techniques in a personal way. This module is made up of three classes: Dressmaking 1, Womens Patternmaking 1 and Mens Patternmaking 1.

## REPRESENTATION TECHNIQUES 1

The module introduces the students to both traditional and computer aided representation techniques. The module encourages the students to develop a personal style through the use of the different techniques in both computer aided design work and hand drawing techniques. This module is made up of two classes: Digital Design 1 and Fashion Drawing.

## FASHION DESIGN 1

The module allows students to undertake the complete design process and integrates the different techniques, skills, and production methods they have been working with. It introduces students to research and abstract concept development. Special focus is given to the method and rules required to research and technically approach the subject. This module is made up of two classes: Fashion Portfolio and Fashion Collection.



Charlie Kamryn Hanousek



# SECOND YEAR / LEVEL 5

## BA FASHION DESIGN

120 WESTMINSTER CREDITS

### First Semester

REPRESENTATION TECHNIQUES 2 <b>DIGITAL DESIGN 2</b> <b>FASHION ILLUSTRATION</b>	20
TEXTILE DESIGN 2 <b>MATERIALS AND TECHNOLOGY 2</b> <b>PRINTING PROCESS 2</b> <b>MOULAGE 2</b>	20
FASHION MANAGEMENT <b>MARKETING</b> <b>FASHION SYSTEM</b> <b>BUSINESS PLAN</b>	20

### Second Semester

PATTERN AND DRESSMAKING TECHNIQUES 2 <b>DRESSMAKING 2</b> <b>WOMEN'S PATTERNMAKING 2</b> <b>MEN'S PATTERNMAKING 2</b>	20
FASHION DESIGN 2 <b>WOMENWEAR</b> <b>MENSWEAR</b> <b>KNITWEAR</b>	40



Carmen Barceló Cartagena



## REPRESENTATION TECHNIQUES 2

The module focuses on the development of both digital design and illustration techniques to produce creative designs. The module deepens on the understanding of different CAD programmes as creative tools to use within the fashion design process and focuses on the experimentation with different techniques in order to develop a personal style. This module is made up of two classes: Digital Design 2 and Fashion Illustration.

## TEXTILE DESIGN 2

The module seeks to further develop the students' knowledge of all aspects of textile design manufacture through practical design project work. Focusing on the creative development of textile design techniques, in the context of a given theme, the students are stimulated to research and experiment with many elements of textile design and also improve their understanding of the characteristics of the materials used. Additionally, the module introduces the students to the future of textiles and digital printing in order to allow students to understand the relationship between new advances and technology in the context of fashion and materials. This module is made up of three classes: Materials & Technology 2, Printing Process 2 and Moulage 2.

## FASHION MANAGEMENT

The module focuses on a basic analysis of the fashion system and the major marketing issues including the marketing concepts, practices and applications from two different points of view: strategic (target, positioning and brand values definition) and operational (product, price, promotion and distribution

policies). The module also focuses on the fashion industry and its main structures such as pipeline, finances, management, organization and ethical responsibilities of fashion enterprises in today's context. This module is made up of three classes: Fashion Marketing, Fashion System and Business Plan.

## PATTERN AND DRESSMAKING TECHNIQUES 2

The module enables the student to achieve a deeper analysis of garment construction, developing a personalized approach to the use of 2D and 3D pattern cutting work and manufacturing. It reinforces the concepts introduced in the previous year and develops further the experimentation and research towards the design and construction of garments. This module is made up of three classes: Dressmaking 2, Women's Patternmaking 2 and Men's Patternmaking 2.

## FASHION DESIGN 2

The module generates a more complete approach to the design process, focusing on both mens and womens collections including: developing the entire design process from concept design, research and mood-board to the production of the final garments, flat drawings and illustrations, technical sheets and realization of the designed looks, with a special focus on knitwear. The students produce two complete looks. This module is made up of three classes: Womenswear, Menswear and Knitwear.

Ariadna Becerra Lendinez



# THIRD YEAR / LEVEL 6

## BA FASHION DESIGN

120 WESTMINSTER CREDITS

### First Semester Credits

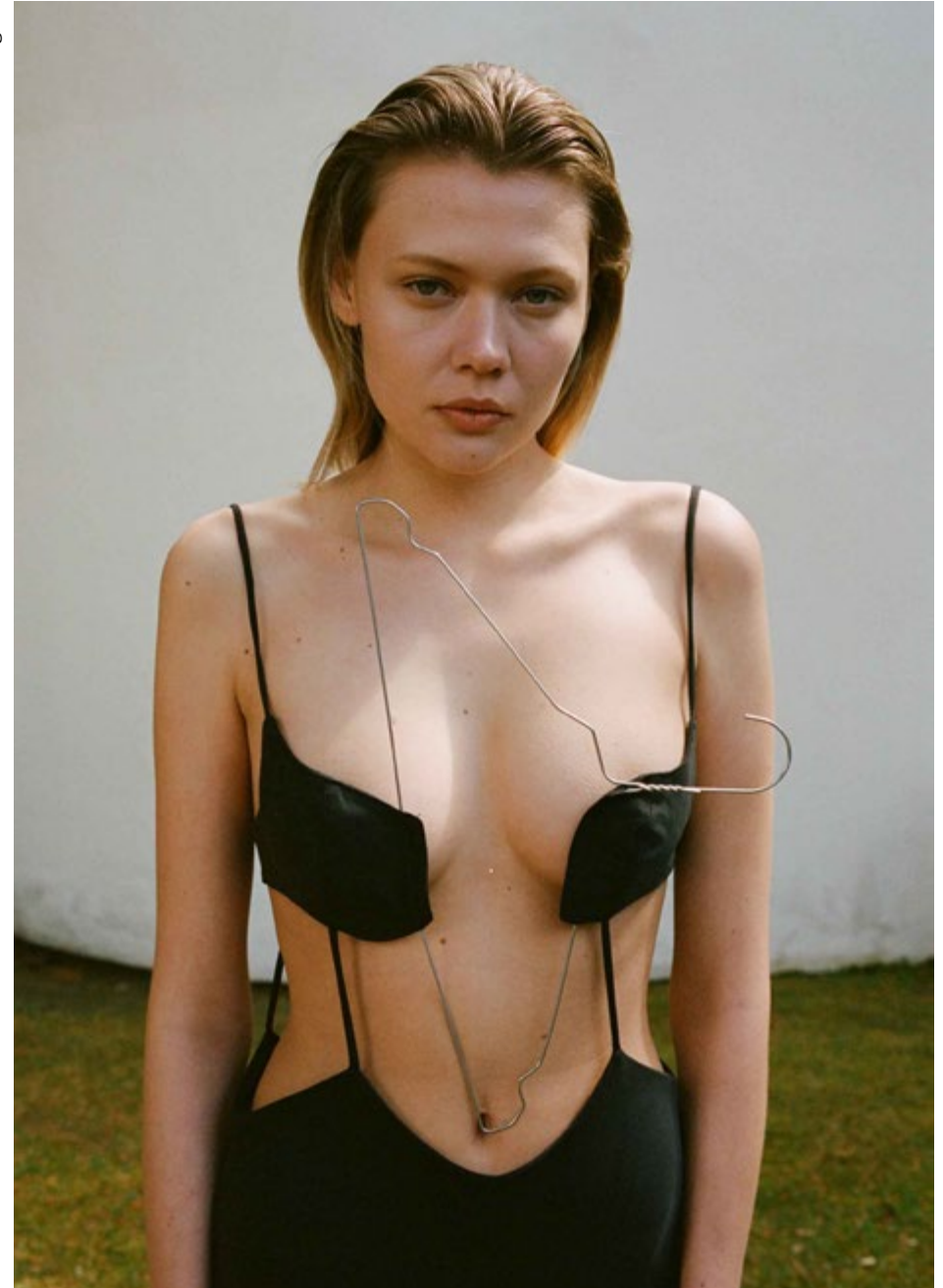
PATTERN AND DRESSMAKING TECHNIQUES 3 <b>WOMEN'S PATTERNMAKING 3</b> <b>MEN'S PATTERNMAKING 3</b> <b>DRESSMAKING 3</b>	20
FASHION DESIGN 3 <b>COLLECTION</b> <b>PORTFOLIO</b>	20
MAJOR PROJECT RESEARCH <b>INVESTIGATION</b> <b>DISSERTATION</b>	20

### Second Semester

WORK PLACEMENT <b>WORK PLACEMENT</b>	20
MAJOR PROJECT <b>FINAL COLLECTION</b>	40



Laia Canales | Angerri





### PATTERN AND DRESSMAKING TECHNIQUES 3

The module enables the student to achieve a sophisticated grasp of garment construction, applying a personalized approach to the use of 2D and 3D pattern cutting work and manufacturing. It reinforces the understanding and application of the given concepts, allowing students to produce garments that meet industry standards. This module is made up of four classes: Design Development through Moulage, Dressmaking 3, Womens Pattern-making 3 and Mens Patternmaking 3.

### FASHION DESIGN 3

This module is made up of a portfolio project, which introduces students to the processes to develop a professional proposal for a brand. It will enable the student to become aware of the current issues and circumstances that they will encounter working as a designer, deepening the students' capacity to apply their creative aesthetic to a brand's values. The 2D fashion work will be presented in a final portfolio. This module is made up of two classes: Collection and Portfolio.

### MAJOR PROJECT RESEARCH

The module focuses on the development of the ideas required to complete the students' Major Project through the in depth, relevant and exhaustive investigation of their chosen concept. The module encourages a critical approach to design development and requires the students to support their individual creative practice with appropriate 2D and 3D work. In addition, students articulate their understanding of a fashion related theme in a written dissertation where

they must analyze material and demonstrate a coherent viewpoint. This module is made up of two classes: Investigation and Dissertation.

### WORK PLACEMENT

In this module students undertake a six week period of work placement within the fashion industry. This module is designed to allow the student to gain practical experience as well as personal and professional development. On completion students submit a written report critically analyzing their experience on their placement.

### MAJOR PROJECT

Provides the avenue for students to combine the skills and knowledge acquired from all modules taught during the course into one cohesive project, with total creative freedom and in relation to different design concepts. The Major Project begins with concept research where students are required to undertake an in depth, relevant and exhaustive investigation of their chosen concept and to develop the research into a coherent collection. The student then has to define the target market, segment, a corporate identity for the label, a collection concept (including design elements such as silhouettes, materials, colour, form, etc.) and proceed to design a complete fashion collection. It requires the student to combine elements from all aspects of fashion design, including illustration, pattern making, dressmaking, trend research, colour, textile design, computer tools and fashion history and to find clever solutions to issues that arise during the process, staying focused on the chosen thesis concept with sufficient coherent criteria.



# ADMISSION AND REQUIREMENTS

DIPLOMA	REQUIREMENTS	ADMISSION PROCESS
<b>BA (HONS) / WESTMINSTER</b> (3 Years / 360 Credits).	Having completed secondary school (any A-levels or advanced vocational training). Age- Be 18 years old by December 31st of the first year of the course.	Interview with the Orientation and Admission Department together with the Area Director (in person, Skype or phone). Submission of a portfolio via email.



## THE STUDENTS WORK OR WORKED WITH:

3.1 Phillip Lim, Acne, A.Knackfuss, Alexander McQueen, Andrés Sardá, Antonio Miró, Balmain, Camper, Cortana, Del Pozo, Elie Saab, Esprit, Gareth Pugh, Givenchy, Grupo Cortefiel, G- Star, Hallotex, Inditex, Iris Van Herpen, Jeremy Scott, John Richmond, Justicia Ruano, J.W.Anderson, Loewe, Lupo,Mango, Marchesa, Marine Serre Max Mara, Proenza Schouler, Pronovias, Raf Simons, Talbot Runhof, TCN, Tess Giberson, Tom Scott, Valentino, Viktor & Rolf, Women's Secret, etc.

## OWN BRANDS

About Arianne, Aloló, Biuriful, Andra Handaric, Bego Palacios, Cristina Tamborero, Cynthia Buppenklepper, Duckiss, Edward Cuming, Eva vs. Maria, JNorig, Mekkedes, Mille Colillas, Olya Kosterina, Paula Nadal, UY Studio, Priscavera, Scotria, Suschenko, etc.

# NOTES







**Este es un papel reciclable, ayúdanos a preservar el medio ambiente.**