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SCHOOL

advanced



Beachwear Design

TECHNICAL FILE

Summer Beachwear Design – 3rd edition

Credits: 10.

- The educational planning of all IED Master courses is based on the criteria set by the **European Higher Education Area (EHEA)**.
- IED Master employs a system of credits that follows the structure of the **European Credit Transfer and Accumulation System (ECTS)**.
- IED Master issues its own exclusively private degrees.

Language: English.

- A TOEFL 550 or IELTS 6.5 level of language knowledge or equivalent is required for those students whose mother tongue is not English.
- Some classes and/or lectures may be given by international guests and in these cases the working language will be English or Spanish. There is also the chance that additional educational material or recommended activities will be provided in English and/or Spanish.

Unlocking IED Barcelona, welcome activity for international students: June 28th 2019 (optional attendance).

Duration: 1st to 26th July 2019.

Timetable: Monday to Friday from 9.30 am to 2.30 pm
July 26th afternoon: Diploma award ceremony.

Some sessions may take place outside these hours in the case of making up for missed classes or extra activities.

PRESENTATION

The swimwear industry is expanding rapidly all over the world, and Spain is in a leading position thanks to outstanding companies in this field.

The Summer Course in Beachwear Design has been conceived to prepare professionals in designing and structuring a swimwear collection as well as introducing them to the patterning method. Through lectures, practical sessions and visits, the student will understand the swimwear market and its competitors, the management and distribution of the retailers and brands, and also how to structure a collection plan and the swimwear design and pattern method.

At the end of the course students are able to design their own capsule collection, producing a complete book of their collection.

GENERAL COURSE OBJECTIVES

- Understanding the market and the different channels within the collection structure retailers, hypermarket, brands and designer brands.
- Enabling future professionals to structure their own collection plan according to the target they want to reach and the distribution channel they want to sell through.
- Acquiring a thorough knowledge and real-life command of the different printing techniques. The goal is make a personal print at the IED printing centre.
- Learning how to present and specify their own creations following the different procedures designers use to send their designs to production, with technical specifications and measurement charts of the finished garment.
- Studying the methods of swimwear sewing, construction techniques and pattern making.
- Providing an introduction to the prototype fitting session and testing, in order to be able to contribute comments and correction for subsequent iterations.
- Each student produces a personal dossier with a collection plan, print development and patterns, including a photo shoot of the samples.
- To sum up, the main objective is to train and professionalize fashion designers in the specific field of swimwear design so they can develop a collection.

IED MASTER BARCELONA METHODOLOGY

The IED Master philosophy is built upon design culture, using a methodology based on learning by doing and applying various creative and innovation process methods through project-based learning.

The IED Master training programme is set within a multicultural and multidisciplinary context and combines theoretical-technical specialisation with theoretical content and practice during the completion of projects.

The learning process involves an educational team of practicing professionals from the fields of business, design and communication.

SPECIFIC COURSE METHODOLOGY

The structure of the course is intended to match the real-life work experience in order to provide a solid foundation of knowledge and skills. The course is heavily focused on practice, store and workshop visits, and projects in order to ensure solid integration with the beachwear industry.

All the classes have a brief theoretical introduction in order to establish basic concepts and ideas; but the course mainly draws on multiple case study analyses and workshops, as they are the best way to achieve the global vision required from business-aware future professionals.

Students are coached to achieve a good command of content provided, eventually acquiring the full range of skills and information needed to be capable of autonomously manage the full process of developing and producing a beachwear product.

Visits

Through a visit by IED Barcelona and other contacts of the main retailers in Barcelona and mono-brand stores, students are provided with a global vision of the different beachwear distribution channels and collection structure.

Workshop

Workshops are challenging, and they are the best way for students to understand and engage in the different steps in the production of a beachwear collection.

Fabric research

Before producing their own print design at the IED printing centre, students first have to practise with print and fabric selection using the hundreds of beachwear fabric hangers that the school will provide.

Design and pattern making

Guided by a professional, students have the opportunity to challenge their own capacity to conceive a design with a strong retail vision taking into account a range of determining factors, including pattern making and sewing technics.

Capsule collection project

At IED, our extended experience with the summer course format has led to a certainty that a personal project is the most effective way to structure the learning process and make it truly effective.

STUDENT PROFILE

This is an advanced course for students with experience in design (ready to wear, Lingerie) or people working in other areas of the fashion industry with a keen interest in the beachwear sector. Students must have a good command, if possible, of pattern making, dress making, drawing programs like Illustrator in order to produce their own collection.

CAREER OPPORTUNITIES

Depending on each student's profile and prior experience, possible career positions on graduation include:

Beachwear designer and swimwear product manager.

SKILLS ACQUIRED

These are the theoretical and practical skills acquired throughout the course, including the knowledge, skills and attitude required to perform a specific career activity.

IED MASTER BARCELONA GENERAL SKILLS

- Research skills.
- Teamwork skills.
- Creative entrepreneurial and leadership skills.
- Management skills.
- Communication skills.
- Ethical, social and sustainable commitment skills.

SPECIFIC COURSE SKILLS

- Understanding of the beachwear market and collection plan.
- Ability to knowledge the fibres, fabric composition, fabric stretchability, lining and all the different printing techniques.
- Ability to develop a beachwear or swimwear collection.
- Learn how to manage the elasticity of the fabric depending on the pattern you they to achieve, with a particular focus on lining, as it is an important component for functional beachwear.
- How to use the industrial sewing equipment found in swimwear production.

PROGRAM

Classes are divided in different areas to achieve a good understanding of the beachwear market and collection plan structure, design, pattern making and sewing techniques.

BEACHWEAR MARKET AND COLLECTION PLAN

In the first stage and through several store visits, students will get a good grasp of:

- Different collection plan structures and depth of a collection structure depending the retail channel.
- Retail price range we find in the market from low cost concept to luxury brand.
- Different patterns, cups and sizes that the market offers.
- Colour palette we usually find in a beachwear collection and the essential colours you must have.

After this field study, students have acquired a timely and accurate knowledge of this market, enabling them to build a suitable retail concept leading to their own collection plan for a capsule collection of beachwear.

FABRIC, FIBRES, PRINTING TECHNIQUES AND COMPONENTS

This second stage will provide students with a thorough knowledge of the fibres, fabric composition, fabric stretchability, lining and, of course, all the different printing techniques used in the beachwear industry. It enables them to accurately identify a target consumer that matches their collection plan, while also taking into account other details like price point, timing, etc.

Students produce their own print at the IED printing centre, using techniques that are taught in this stage. Furthermore, students learn about the main components necessary in this industry: cup, mould, foam, wire, underwire.

CONCEPT, DESIGN AND DRAWING OF THE CAPSULE COLLECTION

During this third stage students share with a professional beachwear designer the most important steps in the development of a beachwear or swimwear collection.

Each student designs one item based on a previously defined suitable retail concept (every way of designing this collection can be included: collage, digital tools, manual drawing) and must include fabric and trim swatches. Students produce one technical specification sheet in order to be able, in the next stage, to create their own pattern.

PATTERN DESIGN AND DRESSMAKING

This stage involves learning pattern-making skills needed to produce swimwear clothes and working with the pattern of an existing bra to get the perfect fit.

Students deal with basic patterns focusing on the different type of bras (with cup, wire, foam, etc.), but also functional swimsuit, shaped swimsuits and brief.

They also learn how to manage the elasticity of the fabric depending on the pattern you they to achieve, with a particular focus on lining, as it is an important component for functional beachwear.

During this part students create a pattern of their own design and learn to extract patterns from existing beachwear garment or drawings or pictures.

CONFECTION SEWING SAMPLE – FITTING CORRECTION & IMPROVEMENTS

How to use the industrial sewing equipment found in swimwear production.

During this stage, students sew the pattern they created in the previous stage.

Fitting session: test the sample on real people and decide on, assisted by the group and teacher, the improvements and pattern changes required.

BOOK + PHOTO SHOOTING

To produce the final “dossier” they have been building over these 4 weeks and in order to express and capture all the steps of the process, students have the opportunity to do a photo shoot with a model and with their chosen photo styling (including still lives or others resources)

The last day of class there is the final presentation and review of the portfolio with teachers.

COORDINATOR

An area specialist coordinator is available for advice in each course and is actively engaged in designing its curriculum and content in collaboration with the Master Area Academic Department.

The course coordinator also helps to incorporate sector-specific teachers and is responsible for maintaining relationships with companies and institutions within the knowledge field of the course.

LAURENT LAIGAT

Many years of experience (France and Spain) in coordination of textile collections, in positions of product manager, design director and creative coordinator of design team, in several sectors like active wear, outdoor, skiwear, intimate, beachwear, denim, and licensing design for brands or characters. In 2009 created his design studio focused on design & product development, licensing design and licensing consulting.

TEACHING STAFF

The teaching staff comprises sector professionals from various leading fields, including:

MAYA MCCARTHY

Stemming from a diverse and rich European heritage and multicultural background, a growing passion towards the artistic world and industry lead a clear path towards working in the creative field. Discovering different possibilities in the area of design, from fashion designing (concept development) trend forecasting, to styling and interior design. Currently forms part of the commission of the Barcelona Fashion Film Festival as well as focusing on applying these skills to build future illusions in younger generations and different market segments.

MARIANO MATURANA

Medial Artisti. Graduated in Fine Arts in Willem de Kooning Academie Rotterdam, and postgraduate in Time Base Arts at Jan van Eyck Academie Maastricht. His works in medial art are part of the Time Based Arts Collection of the Netherlands Media Art Institute and are exposed in some private collections as well in the Gate Foundation Collection in the Van Abbe Museum in Eindhoven and Jan van Eyck Collection in Maastricht. He works as a medial independent artist and developing works and installations including technology and Augmented Reality for iOS and Android.

ESTHER MILANO

Creative director at RESET PRIORITY and founder of STUDIO SWIM. Working with swimwear brands and creatives, she experiments with new lines according to brands requirements following the development of the collection end to end. From concept, material scouting, production control to get to ready to wear products. Caring for the environment and responsible productions, new textile technologies and innovations. As a former international marketing professional, she works at ease with international suppliers and buyers.

RELATED COURSES

Summer Estampación de Moda.
Summer Fashion Trends Investigation.
Summer Marketing de la Moda.
CSP Comunicación de Moda.
Postgraduate Fashion Product Management.
Master Knitwear.
RSP Fashion Management.

GENERAL ENTRY REQUIREMENTS

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- Professional experience related to the course area/subject.
- Scanned copy of DNI (Spanish students) or passport (foreign students).
- Scanned copy of university degree (bachelor's, degree or equivalent).
- Letter of motivation in the language of the course.
- CV in the language of the course specifying languages level and IT skills.
- Advanced knowledge of Spanish or English as appropriate. Courses in English require an intermediate level, corresponding to TOEFL 550 or IELTS 6.5. Courses in Spanish require a B2 language level. If a prospective student has neither of these certificates, his or her language skills will be assessed in a face-to-face interview or via a Skype call.
- Portfolio for creative courses or admission exercise if required.

Students with a university degree can be admitted into the programmes, while those without may be admitted into specific programmes on the basis of their professional merits. In the latter case, it will be at the discretion of IED Barcelona to determine what type of certification will be obtained.

Students must complete the course satisfactorily in terms of knowledge and show an attendance of more than 80% to obtain the Diploma.

ADDITIONAL COSTS

All additional costs will be paid by the student (project specific material, cardboard, printing...).

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Diseño de Mobiliario
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