



SUM- MER

SCHOOL

introductory



Fashion Design Research

TECHNICAL FILE

Summer Fashion Design Research – 1st 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 and 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

Fashion Design Research is a one month intensive Summer Course that leads students through a creative methodology to open a different perspective and vision of creating a collection.

It is a course to have a vibrating brushstroke of how to discover your own creative universe through a very specific methodology to arrive to an unexpected and surprising result. Having in mind a very fashionable and couture point of view, because most of the team is working for renowned Couture Houses in Paris, such as, Rick Owens, Céline, Dior, Acne, Saint Laurent, Balmain...

The disposal of an expense and rich research using a practical methodology including work in groups, mystery trips, preparing a personal print for your final garment, using the world of the sketchbook as a very important tool and a very specific research to create a collection with the option of having a unique garment in 3D.

GENERAL COURSE OBJECTIVES

- Generate curiosity for each own creative universe.
- To teach an expensive creative methodology to enrich each research arriving to the unusual.
- To provide knowledge about fashion tools such as the sketchbook, to know how to order the ideas in a professional way.
- To teach through the amazing world of prints a very personal and playful print to include in the collection.
- To give independence to the students to create through technics such as draping (moulage) a final garment.

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 course provides the opportunity to discover each own creative universe, which makes us distinct and unique among the rest, through different methods and exercises. There will also be a mystery trip, in order to broaden the research.

Moulage is put into practice with an easy-going, method-based approach, setting the foundations of your own collection, enriching research with prints and embroidery.

With special emphasis on creating a personal, unique, yet professional collection, some exercises are developed on teams, as luxury fashion emerges from teamwork, blending all elements to enrich the final garment.

STUDENT PROFILE

This course is for professionals or students of several fields related to design interested in obtaining an approach to the fashion research processes. It's also open to curious people fascinated by the fashion field and ready to live a unique experience.

CAREER OPPORTUNITIES

The introductory nature of the course favours the use and adaptation of its content to various professional opportunities according to the profile and prior experience of the students.

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.
- Communication skills.
- Ethical, social and sustainable commitment skills.

SPECIFIC COURSE SKILLS

- To understand the basis for creation through creative methodologies.
- To create and develop a personal concept, essential when creating.
- To experiment 3D with fabrics through the technique of moulage.
- To develop strengthen the ability to interact with a creative team and foster mutual enrichment.
- To gain basic knowledge on how to showcase your creation through a useful tool as the sketchbook.
- To create and develop a collection, in which a very personal and unique print can be included.

PROGRAM

Creative Research

This is the discipline that identifies social trends related to consumerism and fashion. Fashion Cool hunting offers a global view of the fashion industry, teaching real-world, basic techniques for hunting down trends. Trend studios that work constantly on trend analysis and research in order to predict them have become key reference points for all kinds of industries and sectors, not only in the field of fashion, which use their services to focus their production. This subject collects information and analyses the concepts that develop in our society and culture.

3D experimentation

Moulage is the art of modelling fabric on a mannequin, a technique used by the great fashion designers to bring their ideas to life that has been compared on innumerable occasions with the work done by a painter on canvas. This technique leads to new cuts and volumes through improvisation and intuition. Moulage Couture is based on answering the students' queries about their creative process by teaching them the different ways to create a garment from a more creative viewpoint. All this work is aimed at obtaining a final portfolio.

Collection

To design a collection is one of the most exciting tasks in Fashion. Through the creative universe and different methods we will design an unusual and very personal collection with a professional view. Always avoiding the copy and trying to open the boundaries in experimental creativity.

Sketchbook

The work begins with the development of the concept and an investigation into the volume and silhouette of the garment that is to be made (research techniques using moodboards, creativity exercises and innovative concepts, all entered into the sketchbook). The basics are essential for defining the development of a collection and the final prototype.

Creative Prints and color Lab

A creative and open Lab to allow students to develop some prints for a specific garment. Techniques such as silkscreen printing, heat transfer with iron-on inks and textile manipulations using bleaching, dyeing, sewing, weaving, embroidery, etc. will be used to create a repertory of patterns, textures, colors and compositions. Working in a sophisticated and professional way, students will have to demonstrate their ability to experiment on fabrics, create a contemporary and personal print and get its perfect integration on their volume.

COORDINATORS

Area specialists' coordinators are available for advice in each course and are actively engaged in designing its curriculum and content in collaboration with the Master Area Academic Department.

Course coordinators also help to incorporate sector-specific teachers and is responsible for maintaining relationships with companies and institutions within the knowledge field of the course.

ARTURO MARTÍNEZ

Bachelor in Advertising. Fashion Design in Barcelona. Intensive Master in Fashion Design IFM (Institut Français de la Mode). After some experience in several brands in Paris (such as Alexis Marilee and Steffie Christiaens), he decided with a Daniel Lierah to create Martinez Lierah winning in 2013 Best Collection in 080 Barcelona Fashion Week. After having the opportunity to commercialize their brand worldwide they decided take more experience in Paris. Working nowadays in a Paris based Studio with brands such as Céline, Dior, Acne Studios, Mugler, Saint Laurent, Balmain and haute coutures ones like Ralph and Russo or Stéphane Rolland, he got the savior faire of fashion luxury brands. Also since 3 years teaching at BA Fashion Design and at Fashion Design Degree.

DANIEL LIERAH

Bachelor Fashion Design in Mexico and studying several courses at IED Barcelona. Intensive Master in Fashion Design IFM (Institut Français de la Mode). After that he and Arturo Martínez create Martinez Lierah winning in 2013 Best Collection in 080 Barcelona Fashion Week. After having the opportunity to commercialize their brand worldwide they decided take more experience in Paris. Working nowadays in Rick Owens as Operational Manager France he got the real taste and experience of one of the rarest luxury brands. Also since 3 years teaching at BA Fashion Design and at Fashion Design Degree.

TEACHING STAFF

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

JULIA PELLETIER

Graduate with a Degree in Fashion Design, specializing in serigraphy, from Central Saint Martin's College in London. She designs and stamps fabrics and papers, works as an illustrator for several designers and publishing houses and develops her personal projects. She is the director of *Como Pedro por mi casa*, the International Illustrated Book Festival, where she also lectures courses on edition of illustrated books both for kids and grown-ups. Since 1998 she works as a teacher in textile design, serigraphy and drawing.

FABRICIO PÉREZ

After completing his studies at the Fashion Institute in Barcelona, in 1995 Mr. Pérez finished his training in design and industrial pattern-making at the American Mitchell Designing School in Barcelona. In 1997, he and a partner created Llamazares y de Delgado, and since then they have produced two collections of men's and women's clothing a year. In 2006 he joined the IED as a lecturer and teaches men's pattern-making classes for the Fashion Design courses. Since 2011 he has been teaching on the Men's Collection course, in 2012 he was on the Men's Collection project and he is now the coordinator of the BA in Fashion Design as well as the coordinator of the Summer Course Junior in Fashion Design at IED Barcelona.

RELATED COURSES

Summer Future Materials in Fashion.
Summer Fashion Styling.
Summer Fotografía de Moda.
Summer Estampación de Moda.
Summer Beachwear Design.
Summer/CSP Diseño de Joyas.
Summer Experimental Jewellery Design.
Summer Creative Illustration.
Postgrado Accesorios de Moda.
Master Diseño de Moda.
Master Fashion Knitwear Design.
Master Diseño Gráfico.

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:

- Scanned copy of DNI (Spanish students) or passport (foreign students).
- Scanned copy of studies (minimum of secondary school).
- Letter of motivation in the language of the course.
- CV in the language of the course specifying language 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.

Candidates who have passed the admission process will be able to access the summer courses, through which they will be evaluated in order to find out if their profile is adjusted to the level of the course.

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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Torino
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Como
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São Paulo
Rio de Janeiro

SUM- -MER

COURSES

Innovation and Future Thinking
Design Thinking for Business Transformation
Design Thinking and Co-Creation
Rural Design
Service Design for Innovation
Future Materials in Fashion: Lifestyle, Trends and Design
Fashion Product Management
Moda Sostenible

Diseño de Interiores Comerciales: Gastronomía y Retail
Packaging Design
Diseño de Mobiliario
Diseño de Producto Deportivo
Beachwear Design
Estampación de Moda
Fashion Trends Investigation

Decoración y Estilismo de Interiores
Global Design
Diseño Gráfico
Creative Illustration
Social Media Management
Diseño de Joyas
Experimental Jewellery Design
Marketing de la Moda
Visual Merchandising
Asesoría de Imagen y Personal Shopper
Fashion Styling
Fotografía de Moda
Graphic Design in Branding
Fashion Design Research

Global Design Junior
Diseño de Moda Junior
Fashion Design Junior
Ilustración y Animación Creativa Junior