

Fashion: Design, Art and Technology

2-YEAR MASTER OF ARTS

A.Y. 2023-24

STUDY PLAN



DOMUS ACADEMY MILANO

FASHION: DESIGN, ART AND TECHNOLOGY PROGRAMME OVERVIEW

The two-year Master of Arts programme in Fashion: Design, Art & Technology offers an innovative approach to creativity and the fashion industry, establishing and anticipating cross-cultural directions of multi-faceted themes.

It integrates art, fashion technology, and digital design within a new framework of multidisciplinary theory, practice, and experimentation.

Students will explore technology, artificial intelligence, Web 3.0, and the ecologies of materials.

They will also examine new business models based on sustainability, circularity, and ethical practices.

General definitions of types of course and activities:

Workshop (WS)

The workshop is a studio-based learning environment that involves active learning focusing on project work, strategy and experimentation. Cognitive processes and skills are developed and refined, exercising critical thought and creative making while exploring new design paradigms. Practitioners, theoreticians and domain innovators are involved in delivering content, critiquing work, and guiding outcomes.

Applied Lab (A-LAB)

Advanced applied and technical skills are significant in contemporary practice, supporting creativity and innovation. The A-LAB format is a container and a space dedicated to exploring techniques, processes and materials. The focus is often aligned and supports the primary workshop module within the course, although the expected output is often open-ended allowing for exploration, discovery and verification. Within this format, different tools are utilized that can be physical, digital or hybrid and include the use of one or more of the following; physical laboratories on campus, simulations and technique exploration in the classroom, digital prototyping and specialized external laboratories.

Course (CS)

The CS denomination refers to courses or modules that cover theory, criticism and history. The scheduled sessions focus on taught learning with lectures, seminars and tutorials led by a member of the academic staff. The advanced level expects active student participation in the form of discussions, and group and individual analysis leading to solid knowledge, comprehension and individual perspective of contemporary contexts and their genesis.

Boot camp (BC)

Boot camps are short, intensive accelerated mini-programmes focusing on particular themes, technologies or approaches inserted into the study plan as extended training sessions. Visiting professors and leading professionals conduct concentrated cross-disciplinary sessions introducing and sharing knowledge and expertise of advanced and emerging professional realities. In the second year of study, the Future Interventions series allows students to choose a boot camp that will offer a unique and formative experience.

Laboratory (LAB)

Through the workshop schedules students have access to the design and the fashion design labs to make and construct models, mock-ups and prototypes. The campus is equipped with a Design Lab with specific machinery, including laser cutting, cnc routing and 3D printing. The Domus Academy building hosts a fashion laboratory equipped with professional pattern tables, industrial sewing machines and other equipment.

STUDY PLAN

1 YEAR 1

1st SEMESTER

<i>Courses</i>	<i>Type</i>	<i>CFA</i>
Fashion Design 1:		(tot 12)
Fashion Design - Research and Methodology	WS	6
Three-dimensional Design and Form Making	A-LAB	6
Textile Design:		(tot 12)
New Materials	WS	6
Materials Research and Experimentation	A-LAB	6
Style, History of Art and Costume:		(tot 6)
Art, History, Fashion and Style	CS	2
Art and Fashion: between Theory and Cont. Practices	CS	4
1st SEMESTER TOTAL CREDITS		30

2nd SEMESTER

<i>Courses</i>	<i>Type</i>	<i>CFA</i>
Fashion Design 2:		(tot 12)
Alternative Fashion Expression and Contexts	WS	6
Fashion Digital Design Processes	A-LAB	6
Pattern Making:		(tot 12)
Innovative Form Making	WS	6
New Manufacturing Processes	A-LAB	6
Phenomenology of Styles:		(tot 6)
Phenomenology of Styles	CS	2
Fashion, Society and Culture	CS	4
2nd SEMESTER TOTAL CREDITS		30

STUDY PLAN

YEAR 2

3rd SEMESTER

<i>Courses</i>	<i>Type</i>	<i>CFA</i>
Fashion Design 3:		(tot 12)
Fashion Design - Ethics and Innovation	WS	6
Fashion Laboratory 1	A-LAB	6
Project Methodology of Visual Communication:		(tot 6)
Advanced Communication and Aesthetics	CS	2
New Expressive Languages	WS	4
Additional Activities:		(tot 12)
<i>Two activities to be chosen by the student:</i>		
Multimedia Languages	CS	6
Academic Training Accelerator Boot camp	BC	6
Cross-disciplinary Workshops. Individual projects, conferences. Generative Design Boot camp	BC	6
3rd SEMESTER TOTAL CREDITS		30

4th SEMESTER

<i>Courses</i>	<i>Type</i>	<i>CFA</i>
Fashion Design 4:		(tot 12)
New Fashion Languages: Expanding and Emerging Technologies	WS	6
Fashion Laboratory 2	A-LAB	6
Material Culture:		(tot 6)
Material Culture	CS	6
Thesis:		(tot 12)
Theoretical Context Documented	CS	4
Degree Project	DP	8
4th SEMESTER TOTAL CREDITS		30

1
YEAR 1

First Semester

FASHION DESIGN 1

The course aims to establish the foundation of an approach and process of investigation and design method for all students. It is divided into two main activities: making and material manipulation within a cultural framework of international fashion.

The design practice is at the centre of both activities, encompassing research, analysis and theoretical and conceptual development to support the building of an advanced methodology to be further applied within the programme.

tot 12 CFA

TEXTILE DESIGN

The course aims to create an in-depth knowledge of traditional textiles while allowing students to discover and apply new materials and technologies.

The course is constructed as an intensive workshop where theory, creativity and invention are explored to generate innovation in methods and results.

tot 12 CFA

MODULE

6 CFA
WS

FASHION DESIGN RESEARCH AND METHODOLOGY

This module is dedicated to developing a fashion design project that begins with implementing diverse research methodologies. Upon sufficient initial direction, students are asked to further support the project's development with primary and secondary research that includes individual experimentation. Students will be challenged with set briefs responding to current and future themes.

MODULE

6 CFA
A-LAB

THREE DIMENSIONAL DESIGN AND FORM MAKING

This module of the fashion design course will undertake in-depth experimentation in 3D to verify and develop the design process. This module aims to enhance traditional pattern and model making capabilities, creating a dialogue with new technologies within the digital framework. Students will experiment with new paths and be encouraged to investigate further and integrate new tools for the construction and representation.

MODULE

6 CFA
WS

NEW MATERIALS

This module integrates the traditional material culture of textiles with the latest materials introduced within the industry, such as textiles from sustainable resources and new technologies. The different typologies of materials will be placed in dialogue to create a textile vocabulary that supports the research and experimentation module.

MODULE

6 CFA
A-LAB

MATERIALS RESEARCH AND EXPERIMENTATION

In this module, students perform in-depth research on new materials and technologies, experimenting with innovation and design. The purpose of the laboratory is to discover new materials, apply old techniques to new textiles, apply new techniques to traditional materials, and explore possible transfer materials.

STYLE, HISTORY OF ART AND COSTUME

This course aims to investigate and analyze history of art and fashion, drawing and defining the correlations between these two important creative industries that represent culture and society in modern times. The course will draw connections and identify commonalities in the language and approach that are fundamental to reading and understanding a particular period's zeitgeist.

tot 6 CFA

MODULE ART HISTORY, FASHION AND STYLE

2 CFA
CS

20th-century art and fashion have traced and underlined the transformation of the culture and society from which they have emerged. This module is centred on the main artistic movements, artists, and the most relevant styles and designers. Through lessons, discussions and analysis, in-depth reflections will be stimulated and documented. The students will learn to read and analyse the past, comprehending the genesis of ideas, concepts and forms expressed in creative production.

MODULE ART AND FASHION: BETWEEN THEORY AND CONTEMPORARY PRACTICES

4 CFA
CS

Fashion designers, researchers, and scholars must question a complex contemporary scenario where art forms and expression are increasingly diversified (from traditional to digital), and the fashion system itself is being challenged. The module will examine themes such as market driven production and the creation of new languages between responsible innovation, gender, digital and non-western centred fashion. The current debate on contemporary art and its relation to fashion has been opened to reflections from philosophers, anthropologists and sociologists that further the understanding of broad and complex cultural references.



1
YEAR 1

Second Semester

FASHION DESIGN 2

The course is centred on the construction of an alternative design process. The methodology already acquired in the first semester will be applied in a different and more challenging context in which the student is asked to express a personal and innovative use of technology. The design process will undertake both primary and secondary research to define the project's genesis and development direction.

tot 12 CFA

PATTERN MAKING

This course aims to further build on the abilities acquired in the first semester and to incorporate in-depth knowledge and application of technical construction solutions. Innovative techniques and new manufacturing processes will support a knowledgeable approach to advanced making.

tot 12 CFA

MODULE **ALTERNATIVE FASHION EXPRESSION AND CONTEXTS**

6 CFA
WS

The module integrates research, concept development and design process within an open framework that embraces any form of fashion representation, physical and digital. This project's objective is to create a statement and concept rather than a traditional collection. The design exploration will reference technologies freely to produce physical or immaterial productions.

MODULE **FASHION DIGITAL DESIGN PROCESSES**

6 CFA
A-LAB

The new digital tools in the design and fabrication processes are the centre of this module. The student will compare and experiment with techniques and solutions according to the main concentration of their design process and project. This laboratory will push forward the conceptual framework to translate enhanced potential.

MODULE **INNOVATIVE FORM MAKING**

6 CFA
WS

The module is intended to generate a creative artistic approach to encourage the student to explore alternative form-making approaches. Students will be required to envision and implement innovative construction techniques and forms starting from traditional methods such as draping or regional making traditions to create original shapes and manipulate materials.

MODULE **NEW MANUFACTURING PROCESSES**

6 CFA
A-LAB

The module focuses on the relationship between construction techniques and their influence on the language and shape of the object. Examination of new and consolidated manufacturing processes will dialogue with the possibility of utilizing different applications of the same technology and mixing techniques and materials to define innovative solutions.

PHENOMENOLOGY OF STYLES

The course aims to allow the student to investigate the interrelationships between different contemporary arts from an interdisciplinary perspective. The socio-cultural context is examined with particular reference to the processes of technological innovation and current issues.

tot 6 CFA

MODULE PHENOMENOLOGY OF STYLES

2 CFA
CS

This module introduces theoretical and methodological tools to comprehend and analyse the relationship between art and fashion and apply the framework to interpret and contextualise collections of individual designers from a historical and market perspective.

MODULE FASHION, SOCIETY AND CULTURE

4 CFA
CS

Fashion is a cultural industry and a powerful medium that has been further enhanced through technology. The meaning of fashion transcends clothing and extends to other cultural industries that construct identity (personal and corporate brand) through consumer products.



YEAR 2
2

Third Semester

FASHION DESIGN 3

The course integrates different elements of responsible innovation to offer the students the opportunity to investigate and categorize current conditions related to industry ethics and practices, circular design and viable business models. It aims at structuring a forward-thinking approach to these issues to be able to generate knowledgeable proposals.

tot 12 CFA

PROJECT METHODOLOGY OF VISUAL COMMUNICATION

The course focuses on the aesthetic values of fashion communication in the 21st century through empirical case studies of various media (photo, video, editorial, printed, and digital). The fashion image will be analysed by focusing on meaningful and emotional messages that are key to conveying content to wider audiences and on multiple platforms.

tot 6 CFA

MODULE **FASHION DESIGN ETHICS AND INNOVATION**

6 CFA
WS

This module focuses on the complex conditions of creating ethical and sustainable fashion. Multiple themes will be addressed to allow students to structure innovative personal proposals that prioritise social and ethical issues (i.e. ethical conditions, environmental concerns, financial sustainability, inclusivity, gender fluidity, body positivity and others) in a sustainable manner. An in-depth analysis of case studies and business models will provide the framework to define and structure individual directions.

MODULE **FASHION LABORATORY 1**

6 CFA
A-LAB

The laboratory integrates a theoretical approach and design research to define materials and construction methods in response to the chosen objectives of the project. The student will be required to challenge standard garment construction methods to propose personal and innovative solutions coherent with a responsible and positive vision of the fashion industry.

MODULE **ADVANCED COMMUNICATION AND AESTHETICS**

2 CFA
CS

The module uses the foundation of the philosophy of aesthetics with an overview of the history of fashion communication to provide students with a comprehension of the principles of communication as a tool for conveying culture and identity. Various elements of the communication system are analysed through the theoretical and methodological framework to establish appraising skills.

MODULE **NEW EXPRESSIVE LANGUAGES**

4 CFA
WS

The workshop applies the theory of the first module of using information and communication technology to generate innovative communication of concepts, new languages and narratives on different media platforms.

ADDITIONAL ACTIVITIES

In this area, students may integrate their skills and competencies by choosing two activities between the course, Design Management and the additional training activities of Future Interventions.

tot 12 CFA

Two activities to be chosen by the student:

COURSE **MULTIMEDIA LANGUAGES**

6 CFA

The course examines performative installations from technologically sensitive environments to video, digital and expressive transboundary languages and codes. The approach is methodological and applicative to provide students with the mastery of multimedia communication techniques and associated languages, as well as the acquisition of specific disciplinary, professional and expressive skills.

FUTURE INTERVENTIONS

The module concentrates on the process of creation through a professional and methodological design process. Students will acquire advanced techniques to create concepts and functional solutions. Students will select one of the two cross-disciplinary boot camps:

ADDITIONAL ACTIVITY

6 CFA
BC

GENERATIVE DESIGN BOOT CAMP

Dedicated to offering the student an introduction to an innovative design process and leading-edge interdisciplinary professional and business proposition that unites information technology and an advanced design process. Participants will learn and refine necessary computational skills (including software) and the steps and processes in creating innovative, advanced design that is at the forefront of the use of creative technologies in the professional environment.

ADDITIONAL ACTIVITY

6 CFA
BC

ACCELERATOR BOOT CAMP

Dedicated to offering the student opportunity to participate in an intensive bootcamp that outlines the processes, stages and expectations of a startup and accelerator programme. Students will have the opportunity to develop and present a minimum viable product and development plan on which they will be guided by experienced mentors and industry experts.

YEAR 2

Fourth Semester

FASHION DESIGN 4

The course requires students to integrate and implement the competencies acquired in previous modules with new ones to enhance a personal and creative framework relative to the use of technology. Technology is considered a means of production and a tool for creative expression. Artificial Intelligence, Blockchain, Big Data, Virtual Reality, Augmented Reality, Blended Reality, and Machine Learning are the most relevant technologies influencing the fashion sector.

tot 12 CFA

MATERIAL CULTURE

tot 6 CFA

MODULE **NEW FASHION LANGUAGES: EXPANDING AND EMERGING TECHNOLOGY**

6 CFA
WS

Hyper technology is currently driving the most innovative concepts related to the fashion industry in all its facets. This module challenges the students to reference these opportunities in a unique and personal approach that responds to a changing domain.

MODULE **FASHION LABORATORY 2**

6 CFA
A-LAB

New creative and manufacturing processes are the core of this module. The application of new technologies will be explored in the first part of the laboratory and then applied to the design project developed as part of the New Fashion Languages module.

MODULE **MATERIAL CULTURE**

6 CFA
CS

The course focuses on the interpretation and application of materials, further examining traditional materials making and production and introducing new materials already part of the fashion scenario (alternative and bio-based). The course will require students to research and source materials within the market's complex and rich offerings.

THESIS

The degree project is the culmination of the student's study in the programme. Students have the opportunity to consolidate all of their learning to date in the form of project-based research and development, which acknowledges the nature and complexity of the industry. It will enable students to demonstrate their ability to employ advanced research and design methodologies in response to a self-initiated and relevant brief.

tot 12 CFA

MODULE **THEORETICAL CONTEXT DOCUMENTED**

4 CFA
CS

The Degree Project is based on strong theoretical foundations and will culminate in a substantial body of work representing the student's individual and innovative approach. This module supports the development of the theoretical context and documents the framework for the project.

MODULE **DEGREE PROJECT**

8 CFA
DP

The student will submit an individual proposal that will set the character and scope of the degree project and be approved by the Programme Leader. A mentor is assigned to guide the development. Students are expected to develop a suitable project-based research proposal framed within the context of existing academic and disciplinary research that responds to the evolving conditions of the contemporary context. The student will present and defend the thesis in front of a committee composed of the Program Leader and professors.



DOMUS ACADEMY MILANO