

HISTÓRIA DO DESIGN DE MODA

Code: 333035

Main Scientific Area: Textile and footwear design

Lecturer: António Rui Pinto Ferreira

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 30h Total Workload: 45h

ECTS: 3,0

Objectives

The Fashion Design History curricular unit aims to provide students with a broad knowledge of the different "period styles", characteristic of a varied set of diachronically linked historical-geographical frames, as well as the respective materializations in the fields of Fashion.

Learning Outcomes

The curricular unit has an implicit understanding of the different modes of aesthetic expression corresponding to the different periods or periods studied, it is an important source of information for students in their future professional lives.

Course Contents

Introduction. Art, artistic style, vintage style.

1. From prehistory to ancient civilizations of the Mediterranean basin. Historical synthesis.
2. The Greek World, from the Ancient Period to the Hellenistic Period. Daily life, costume and fabrics.
3. The peoples of ancient Italy.
4. Byzantine civilization and the Western Middle Ages.
5. From Gothic to Renaissance (14th-15th centuries).
6. The Cinquecento. Birth of the Modern Age.
7. The seventeenth century. Triumph of the Baroque.
8. The eighteenth century. The great mutations in France and Italy and corresponding transformations of taste and costume.
9. The nineteenth century.
10. The first half of the twentieth century. Projects and fabrics.

11. From the second post-war to the 1980s.

12. From the 1990s to the 2000s.

Overall conclusion.

Recommended Bibliography

“A roupa e a moda” – James Laver (trad. Brasileira), Companhia das letras – Vertente

“História do Vestuário” – Carl Köhler

“The Historical Encyclopedia os Costume! – Albert Racinet, Studio Editions (versão portuguesa ou versão espanhola)

“História do Traje em Portugal” – (enciclopédia pela imagem) – Lello e Irmão editores

“A Moda- 500 anos de elegância”- Verbo. Sexto de Mila Conti (trad. De José V. de Pina Martins) – existente na Biblioteca Municipal do Porto

“A Moda no séc. XX” – Gertrud Lehnert, Könemann/ Taschen

“Moda – o séc. dos estilistas: 1900- 1999” Charlotte Soeling, Könemann/ Taschen

“Histoire du costume en Occident – de l'Antiquité à nous jours” – François Boucher, Flammarion

“Fashion – the mirror of history” – Michael and Ariane Batterberry, Columbus Books

“Encyclopédie illustrée du Costume et de la Mode” – Gründ

“European Costume – 4000 years of fashion” – Doreen Yarwood, Batsford

“2000 Ans d'Histoire en 1000 costumes” – Robert Selbie and Victor Ambrus, Les Édition La Boécie

“The Dictionary of costume” – R. Turner Wilcox, Batsford

“History of Twentieth Century Fashion” – Elizabeth Ewieg, Batsford

“Histoire de la Mode au XXéme siècle” – Yvonne Deslandres et Florence Müller, Somogy

“The Evolution of Fashion – 1066 to 1930” – Hill and Bucknell (moldes), Batsford

Learning and Teaching Methods

Through lectures, the teacher has the possibility to explain in detail the programmatic contents. The use of visualization of support materials allows students to better understand the concepts they have learned and helps them understand their importance. The content debate is privileged in order to involve the students in a dynamic relationship with the acquired knowledge.

Through theoretical-practical exercises / projects, students learn, know and develop their knowledge of fashion history and all style changes. Such knowledge is fundamental in the basic training of the fashion designer.

Assessment Methods

The evaluation methodology is continuous, providing for debates, class exercises and theoretical-practical projects

divided into two moments, theoretical and theoretical-practical including oral defense. The qualitative intervention of

the student in the classes and their presence and punctuality are also valued. Formula for percentage

management:

management:

· 10% Behavioral factors * (presence, punctuality, participation, etc);

- 20% Continuous evaluation of learning (specific, multiplying, strategic and dynamic)
- 20% Work proposal 1
- 20% Diagnostic test
- 30% Work proposal 2