

HISTÓRIA DO DESIGN DE MODA

Code: 333035

Main Scientific Area: Industrial Design

Lecturer: Juan de Oliveira Salomão de Campos

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. The 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

_Breward, Christopher, 2003 – The culture of fashion: a new history of fashionable dress. Manchester: Manchester University.

_Press.Cosgrave, B., 2005 – Historia de la moda. Desde Egipto hasta nuestros días. Barcelona: Editorial Gustavo Gili. _Cumming, Valerie, 2005 – Understanding Fashion History: Costume Fashion Press.

_Grau, François-Marie, 2007 – Histoire du costume. Paris: PUF.Laver, J., 1992 – Breve historia del traje y la moda. Madrid: Editorial Cátedra.

_Maugeri, Vincenza e Paffumi, Angela, 2006 – Storia della moda e del Costume. Bologna: Edizione Calderini.

_Squiacciarino, N., 1980 – El vestido habla. Madrid: Editorial Cátedra.

_Steele, Valerie, 2005 – Encyclopedia of clothing and fashion. Detroit: Thomson Gale

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:

- 10% Behavioral factors * (presence, punctuality, participation, etc);
- 20% Continuous evaluation of learning (specific, multiplying, strategic and dynamic)
- 20% Working proposal 1
- 20% Working proposal 2
- 30% Work proposal 3

Students with worker-student status if they do not successfully complete the curricular unit through continuous evaluation will be offered an extracurricular practical work to validate it. If you still can not validate the course you will have the opportunity to take the exam.

In the event that any student does not successfully complete the curricular unit or wish to improve the grade, an exam will be carried out with practical work and duration of 2 hours.

