

## PROJECTO EM DESIGN DE MODA I

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Code: 333054

Main Scientific Area: Industrial Design

Lecturer: David Catalán Sainz

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 120h Total Workload: 120h

ECTS: 9,0

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### Objectives

The apprehension and acquisition of knowledge of methodological models in project activity comprising the cycle of creation, manufacture and consumption of fashion products will provide students with extensive knowledge of the development of fashion trends collections adapted to consumption trends appropriate to the target consumer.

It is intended, with this curricular unit, that the students acquire skills in the development of fashion projects by experimenting different materials in prototypes. No less important should students develop personal, interpersonal skills, communication and time management and teamwork skills.

### Learning Outcomes

Apprehend and apply methodological models in the project activity;

Understand the creation, manufacturing and consumption cycle;

Develop in-depth knowledge of fashion collection and planning methodology;

Develop project competencies, experimenting with different materials and prototyping;

Develop personal, interpersonal, communication and time management skills;

Develop teamwork skills;

Apply at the project level the methodology of interpretation, analysis and creative proposals of fashion collections adjusted to consumption trends appropriate to the target consumer.

### Course Contents

1 – Methodological basis for the design of consumer goods: phasing, priorities, instruments, development, chronology, and presentation standards / conventions;

2 - The human factor: ergonomics and anthropometry;

3 - Manufactured materials and industrial processes:

- Definition and monitoring of the entire manufacturing phase of the prototype;

- Calculation of the consumption of raw materials;

- Calculation of the industrial cost price;

4 - The concept of fashion design;

5 - Fundamentals of the architectural design environment configuration;

6 - Fashion Design Product Categories:

- Functions of products in the fashion industry;

- The design process - design methodology in fashion design;

7 – Fashion Book.

### **Recommended Bibliography**

ALLEN, Anne SEAMAN. Julien Fashion Drawing – The Basic Principles Ed. B.T. Batsford;

BORRELLI, L. (2002) Fashion Illustration Now Thames Hudson;

BLAU, Herbert. Nothing in itself: Complexions of Fashion;

BLACK, Sandy. 2008. Eco-Chic: The Fashion Paradox. Black Dog Publishing;

BURDEK, Bernard E. (Abril, 2004). Design: The History, Theory and Practice of Product Design. Editora: Birkhauser;

Cadernos de tendências de moda;

CITEVE, A criação têxtil e de moda e a propriedade industrial;

Collezzioni Trends – Revista de Tendências de Moda;

DAVIS, M (1980), Visual Design in Dress, New York, Prentice-Hall;

DUARTE, Cristina L. O que é moda?;

DUARTE, Cristina L. 15 histórias de hábitos;

FINK, Ronald; WARD, Thomas; SMITH, M. (1992), Creative Cognition, Massachusetts

GEORGE Sophie (2013); Le vêtements de A à Z, Paris, Éditions Falbalas;

Institute of Technology, London, MIT Press;

Infra Rouge Women – Caderno de Tendências;

JONES, Sue Jenkyn. 2002. Fashion Design. London: Laurence King Publishing Ltd;

LEITE, Adriana Sampaio, Desenho Técnico de roupa Feminina, SENAC.

LEWIN, Daniel R., SEADER, J. D., WARREN, D. Seider. Product and Process Design Principles: Synthesis, Analysis, and Evaluation.

MCKELVEY, Kathryn (s/d), Fashion source book;

Revista especializada para profissionais – Moda e Confecção;

Revistas especialistas na área de moda: View, Vogue, etc.

ROWE, Peter. Design Thinking;

SEELING, Sharlotte – MODA, Século dos Estilistas 1900-1999, Köneman;

TATE, Sharon Lee (1989), Inside Fashion Design, 3ªed, New York, Harper Collins Publishers;

Textil View Magazine;

TRACY, Diane; CASSIDY, de Tom, (2005), The colour forecasting book – View on Colour, Blackwell Publishing;

TUCKER, Andrew; KINGSWELL, Tamsin (2000), Fashion “A Crash Course”, New York, Watson-Guption Publications;

WOLF, Collete. The Art of Manipulating Fabric Ed. Krause

YARWOOD, Doreen (1988), The Encyclopaedia of World Costume, London, Batsford.

### **Learning and Teaching Methods**

The apprehension and acquisition of knowledge of methodological models in project activity comprising the cycle of creation, manufacture and consumption of fashion products will provide students with extensive knowledge of the development of fashion trends collections adapted to consumption trends appropriate to the target consumer;

Through the acquisition of skills in the development of fashion projects by experimenting with different materials performing prototypes will allow students to understand the methodology in the development of fashion collections;

No less important should students develop personal, interpersonal skills, communication and time management and teamwork skills;

Finally, the development of projects of fashion book collections with materialization of prototypes will allow students to put into practice all the contents seized throughout the UC.

### **Assessment Methods**

The evaluation methodology is continuous, providing for debates, class exercises and a project divided into two moments, a theorist and a theorist-practical including oral defense. The qualitative intervention of the student in class and his presence and punctuality.

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

20% Continuous evaluation of the learning (specific, multiplying, strategic and dynamic);

20% Project

20% Project 2

30% Project 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 cannot validate the course you will have the opportunity to take the exam.

If a student does not successfully complete the curricular unit or intends to improve the grading, an exam will be carried out with practical work and duration of 2 hours.