



FICHA DE UNIDADE CURRICULAR

Unidade Curricular

201311010 - DESIGN DE MODA I

Tipo

Obrigatória

Ano lectivo

2022/23

Curso

Lic Design de Moda

Ciclo de estudos

1º

Créditos

12.50 ECTS

Idiomas

Português ,Inglês

Periodicidade

semestral

Pré requisitos

Ano Curricular / Semestre

1º / 1º

Área Disciplinar

Design

Horas de contacto (semanais)

Teóricas	Práticas	Teórico práticas	Laboratoriais	Seminários	Tutoriais	Outras	Total
0.00	0.00	9.00	0.00	0.00	0.00	0.00	9.00

Total Horas da UC (Semestrais)

Total Horas de Contacto
126.00

Horas totais de Trabalho
350.00

Docente responsável (nome / carga lectiva semanal)

Maria José Meles Ferraz Sacchetti

Outros Docentes (nome / carga lectiva semanal)

Maria José Meles Ferraz Sacchetti 9.00 horas

Objetivos de aprendizagem (conhecimentos, aptidões e competências a desenvolver pelos estudantes)

O objectivo primordial da unidade curricular Design de Moda I visa a aquisição progressiva de técnicas e conhecimento dos conceitos básicos do design de moda e da cultura da moda. Neste processo quer-se igualmente fomentar a reflexão e questionamento num contexto contemporâneo, a fim de provocar novas inquietudes e ideias. Pretende-se uma abordagem temática adaptada ao contexto da sociedade contemporânea - que contempla a disrupção do seu

sistema de moda e da respectiva indústria – sem descorar os contextos históricos que a precederam e sem os quais não podíamos compreender os desafios actuais com que nos deparamos nesta área.

Conteúdos Programáticos / Programa

Identificação e caracterização dos ciclos da moda, dos sectores de mercado e das principais capitais de moda. Moda e sustentabilidade: problemas, desafios e modos alternativos de operar. Identificação dos designers de moda mais marcantes, assim como das marcas. Abordagem de vários tipos de inspirações, estilos e ícones recorrentes no campo da moda. Exercícios vários que visam implementar a pesquisa e a descoberta/identificação de referências/contextos alternativos. Experimentação de diferentes técnicas e processos criativos que visam potenciar a geração de ideias. Exploração tridimensional de peças drapeadas no corpo, compostas por um ou mais componentes geométricos.

Demonstração da coerência dos conteúdos programáticos com os objectivos de aprendizagem da unidade curricular

Os vários conteúdos programáticos são explorados através da prática de exercícios individuais ou de carácter colaborativo e de observação. Pretende-se uma incidência na exploração de formas, de algumas técnicas básicas e de materiais, sempre que possível num contexto de sustentabilidade. Várias pesquisas são registadas e desenvolvidas nos *scrapbooks*, todas elas com carácter exploratório, conducentes a designs finais. A observação e visitas guiadas a ateliers e museus do meio complementam a familiarização com o universo da moda.

Metodologias de ensino (avaliação incluída)

Aulas teórico-práticas onde são introduzidos os conteúdos programáticos (com suporte multimédia) e se realizam os exercícios por parte dos alunos (em grupo ou individualmente, consoante os enunciados), com o constante acompanhamento do docente durante a experimentação de diversas abordagens e processos aplicáveis ao design de moda conducentes à compreensão do seu valor e potencialidade.

A avaliação contínua é realizada através do lançamento de exercícios, da avaliação do trabalho contínuo registado nos *scrapbooks* e da participação nas aulas e assiduidade.

Demonstração da coerência das metodologias de ensino com os objectivos de aprendizagem da unidade curricular

Solidificação de um conhecimento básico e introdutório ao design de moda. Pretende-se através da pesquisa e dos exercícios executados afirmar o carácter do ensino desta licenciatura que se quer criativo e experimental.

Bibliografia Principal

- Breward, Christopher, (2003), *Fashion*, Oxford University Press.
- Calderin, Jay, (2011), *Fashion Design Essentials*, Rockport.
- Evans, Caroline, and Thornton, Minna, (1989), *Women & Fashion: A New Look*, Quartet Books.
- Ewing, Elizabeth, (2001), *History of 20th Century Fashion*, B. T. Batsford.
- Faerm, S. (2010), *Fashion Design Course: Principles, Practice and Techniques*, Thames & Hudson.
- Fletcher, K. (2012), *Fashion and Sustainability: Design for Change*, London, Lawrence King.
- Gwilt, A. (2018), *A Practical Guide do Sustainable Fashion*, London, Bloomsbury.
- Jones, Sue Jenkyn Jones, (2005), *Fashion Design*, Laurence King Publishing.
- Laver, James, (2002), *Costume and Fashion: a Concise History*, Thames and Hudson.
- Little, T. (2018), *The Future of Fashion: Understanding Sustainability in the Fashion Industry*, London, New Degrees Press.
- Magrath, V., (2018), *The New Fashion Rules*, London, Harper Collins.
- McKelvy, K. & Munslow, J. (2011), *Fashion Design: Process, Innovation & Practice*, John Wiley & Sons.
- Mendes, Valerie, and De la Haye, Amy, (1999), *Tweentieth-Century Fashion*, Thames and Hudson.
- Minney, S. (2016), *Slow Fashion*, Oxford, New Internacionalist.
- Seivewright, Simon, (2007), *Research and Design*, AVA Publishing.
- Sissons, Juliana, (2010), *Basics Fashion Design 06: Knitwear*, AVA Publishing.
- Sorger, R. & Udale, J. (2012), *The Fundamentals of Fashion Design*, AVA Publishing.
- Wilson, Elizabeth, (2003), *Adorned in Dreams*, I. B. Tauris.

Bibliografia Complementar



CURRICULAR UNIT FORM

Curricular Unit Name

201311010 - Fashion Design I

Type

Compulsory

Academic year

2022/23

Degree

B. Fashion Design

Cycle of studies

1

Unit credits

12.50 ECTS

Lecture language

Portuguese ,English

Periodicity

semester

Prerequisites

Year of study/ Semester

1 / 1

Scientific area

Design

Contact hours (weekly)

Tehoretical	Practical	Theoretical-practicals	Laboratory	Seminars	Tutorial	Other	Total
0.00	0.00	9.00	0.00	0.00	0.00	0.00	9.00

Total CU hours (semester)

Total Contact Hours
126.00

Total workload
350.00

Responsible teacher (name /weekly teaching load)

Maria José Meles Ferraz Sacchetti

Other teaching staff (name /weekly teaching load)

Maria José Meles Ferraz Sacchetti 9.00 horas

Learning objectives (knowledge, skills and competences to be developed by students)

The main objective of the Fashion Design I course aims at a progressive acquisition of techniques and knowledge of the basic concepts of fashion design and fashion culture. In this process, we also want to encourage reflection and questioning in a

contemporary context, in order to provoke new concerns and ideas.

It is intended a thematic approach adapted to the context of a contemporary society - which contemplates the disruption of its fashion system and the respective industry - without discouraging the historical contexts that preceded it and without which we could not understand the current challenges we face in this area.

Syllabus

Identification and characterization of the fashion cycles, market segmentation and the main fashion capitals. Fashion and sustainability: problems, challenges and alternatives ways of operating. Identification of relevant fashion designers and fashion brands. Exploration and identification of various types of inspirations, styles and iconic pieces within the fashion field. Implementation of exercises that aim to develop research and discovery/identification of references/alternative contexts. Experimentation with different techniques and creative processes that may enhance the generation of ideas. Exploration of three-dimensional draped fabric on a model, comprising one or more geometric pattern pieces.

Demonstration of the syllabus coherence with the curricular unit's learning objectives

The various syllabus contents are introduced through practical exercises, some individual others in group, and observation. The main focus is on the exploration of forms, some basic techniques and materials, if possible in the context of sustainability. The research topics are recorded and developed in scrapbooks, all of them of exploratory nature leading to final designs. The observation and guided tours to ateliers and museums complement the knowledge and information of the fashion field.

Teaching methodologies (including evaluation)

Theoretical and practical classes to introduce the various topics of the curricular unit and for students to develop the practical assignments (together or individually, depending on the briefs) based on the experimentation of various approaches and processes applicable to fashion design under the constant professor's accompaniment so that students understand their worth and potential.

Continuous assessment is based on the exercises, the continuous evaluation of the scrapbooks, class participation and attendance.

Demonstration of the coherence between the Teaching methodologies and the learning outcomes

Consolidation of a basic and introductory knowledge of fashion design. The objective is to develop through research and practical exercises a kind of teaching that encourages creativity and

experimentation.

Main Bibliography

- Breward, Christopher, (2003), *Fashion*, Oxford University Press.
- Calderin, Jay, (2011), *Fashion Design Essentials*, Rockport.
- Evans, Caroline, and Thornton, Minna, (1989), *Women & Fashion: A New Look*, Quartet Books.
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Additional Bibliography