



FICHA DE UNIDADE CURRICULAR

Unidade Curricular

201321020 - PROJETO DE MODA I

Tipo

Obrigatória

Ano lectivo	Curso	Ciclo de estudos	Créditos
2022/23	Mestrado Design Moda	2º	12.50 ECTS
Idiomas	Periodicidade	Pré requisitos	Ano Curricular / Semestre
Português	semestral		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	Horas totais de Trabalho
126.00	350.00

Docente responsável (nome / carga lectiva semanal)

Maria Eduarda Pereira Mendes Abbondanza

Outros Docentes (nome / carga lectiva semanal)

Maria Eduarda Pereira Mendes Abbondanza 9.00 horas

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

O objectivo da UC para o primeiro semestre consiste na procura e criação de respostas às complexas e reais necessidades de conhecimento especializado no actual panorama da Moda. Pretende-se ampliar e desenvolver novas abordagens ao vestuário, contextualizado nos actuais paradigmas da sociedade contemporânea, numa perspectiva local e global em mudança profunda

e cheia de novos desafios.

Ao longo deste módulo iremos observar e analisar as mais recentes inovações tecnológicas e consequentes alterações dos processos produtivos, as questões relativas à sustentabilidade e à produção ética integrados numa sociedade cada vez mais interconectada, colaborativa e multi-étnica.

O entendimento da Moda enquanto disciplina que se relaciona com todas as áreas do comportamento humano no âmbito dos 'estilos de vida'.

Desenvolvimento de um pensamento sustentável, ético e de preservação do legado das artes e ofícios.

Reflexões sobre a Era Atual: Como se vai organizar o novo ciclo de Moda pós pandemia e em plena crise climática.

Conteúdos Programáticos / Programa

Sustentabilidade, Inovação, Arts & Crafts .

Economia circular.

Desenvolvimento de um pensamento oportuno e criativo para a utilização de recursos até à data não explorados.

Design Thinking.

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

- consolidar a capacidade de gestão do trabalho ao longo do processo criativo e seu desenvolvimento;
- utilizar ferramentas digitais e analógicas que visem o cumprimento dos propósitos dos projectos em decurso;
- desenvolver capacidades de transformação de ideias bidimensionais em formatos 3D, tendo em vista a adequação dos recursos utilizados no âmbito do projecto;
- adequar os princípios e elementos de design à criação de uma linguagem própria nesta área de conhecimento;
- consolidar, desenvolver, entender a crescente importância do digital na vida de todos nós.

Metodologias de ensino (avaliação incluída)

Avaliação contínua com enfoque em momentos de resposta focada a exercícios ou projetos.

Três projetos de avaliação quantitativa, na escala de 0 a 20 valores.

Trabalho colaborativo através da criação de pequenos grupos.

Demonstração da coerência das metodologias de ensino com os objectivos de

aprendizagem da unidade curricular

- flexibilidade e capacidade de adaptação a condições não expectáveis e ao trabalho colaborativo
- capacidade de comunicação a diversos níveis (verbal, escrita, gráfica e digital)
- autonomia no desenvolvimento de uma linguagem autoral
- entendimento do atual sistema de moda

Bibliografia Principal

- Griffin, Coy, (2020), *Leveraging Tech: A Fashionista's Guide to Fashion Technology*, Trade Paperback
- Thomas, Dana (2019), *Fashionopolis: The Price of Fast Fashion & The Future of Clothes*: Apollo Little, Tyler (2018), *The Future of Fashion: Understanding Sustainability in the Fashion Industry*, New Degree Press
- Trentmann, Frank (2017), *Empire of Things - How to Became A World Of Consumers, From the Fifteenth Century To The Twentyfirst*, HarperCollins Publishers
- Safia Minney (2016) *Slow Fashion: Aesthetics Meets Ethics*, New International
- Klein, Naomi (2015), *This Changes Everything: Capitalism vs The Climate*, Penguin
- Dieffenbacher, F. (2013). *Fashion Thinking: Creative Approaches to the Design Process*. Lausanne?; Worthing: AVA Publishing.
- Faerm, S. (2012). *Design Your Fashion Portfolio*. London: A&C Black.
- Leach, R. and Fox, Shelley (2012). *The fashion resource book: research for design*. London: Thames and Hudson.
- Kate Fletcher, Linda Grose (2012) *Fashion and Sustainability: Design for Change*, Laurence King Publishing
- Gaimster, J. (2011). *Visual research methods in fashion*. New York: Berg Publishers
- Davies, H. (2010). *Fashion designers sketchbook*. London: Laurence king.
- Okonkwo, U. (2007). *Luxury Fashion Branding: Trends, Tactics, Techniques* (1st edition). Basingstoke, Hampshire: Palgrave Macmillan.

Bibliografia Complementar

- www.businessoffashion.com
- www.wgsn.com
- www.patternbank.com
- Armstrong, Helen Joseph (2013), *Patternmaking for Fashion Design*, Pearson Education Limited
- Vários (2017), *Fashionpedia: The Visual Dictionary of Fashion Design*, Fashionary



CURRICULAR UNIT FORM

Curricular Unit Name

201321020 - Fashion Project I

Type

Compulsory

Academic year

2022/23

Degree

Master Fashion Design

Cycle of studies

2

Unit credits

12.50 ECTS

Lecture language

Portuguese

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 Eduarda Pereira Mendes Abbondanza

Other teaching staff (name /weekly teaching load)

Maria Eduarda Pereira Mendes Abbondanza 9.00 horas

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

The objective of this curricular on the first semester, consists on the search and on the creation of answers to the complex and specialized knowledge of the Fashion landscape.

It is intended to expand and develop new approaches to clothing, contextualized in the current paradigms of contemporary society, in a local and global perspective in profound change and full of new challenges.

Throughout this module we will observe and analyze the most recent technological innovations

and consequent changes in the production processes, issues related to sustainability and ethical production integrated in an increasingly interconnected, collaborative and multi-ethnic society.

The understanding of Fashion as a discipline that relates to all areas of human behavior in the context of 'lifestyles'.

Development of sustainable, ethical thinking and preservation of the legacy of arts and crafts.

Reflections on the Current Era: How the new post-pandemic fashion cycle will be organized and in the midst of the climate crisis.

Syllabus

Sustainability, Innovation, Arts & Crafts.

Circular economy.

Development of opportune and creative thinking for the use of resources that have not yet been explored.

Design Thinking.

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

- consolidate the work management capacity throughout the creative process, including prototype development;
- utilization of digital and analogue tools that aim to fulfill the purposes of the ongoing projects;
- development of the ideas transforming capacities two-dimensional into 3D formats, always adapting the resources used within the project;
- adapt the principles and design elements to the creation of a specific language in this area of knowledge.

Teaching methodologies (including evaluation)

Continuous assessment with emphasis on moments of focused response to exercises or projects.

Three quantitative assessment projects, on a scale of 0 to 20 values.

Collaborative work through the creation of small groups.

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

- flexibility and ability to adapt to unexpected conditions and to collaborative work
- ability to communicate at different levels (verbal, written, graphic and digital)
- autonomy on the development of an authorial language
- understanding of the current fashion system

Main Bibliography

- Griffin, Coy, (2020), *Leveraging Tech: A Fashionista's Guide to Fashion Technology*, Trade Paperback
- Thomas, Dana (2019), *Fashionopolis: The Price of Fast Fashion & The Future of Clothes*: Apollo Little, Tyler (2018), *The Future of Fashion: Understanding Sustainability in the Fashion Industry*, New Degree Press
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Additional Bibliography

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- Severall (2017), *Fashionpedia: The Visual Dictionary of Fashion Design*, Fashionary