



FICHA DE UNIDADE CURRICULAR

Unidade Curricular

201321025 - PROJETO DE MODA II

Tipo

Obrigatória

Ano lectivo

2022/23

Curso

Mestrado Design Moda

Ciclo de estudos

2º

Créditos

12.50 ECTS

Idiomas

Português ,Inglês

Periodicidade

semestral

Pré requisitos

Ano Curricular / Semestre

1º / 2º

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 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 segundo semestre consiste no desenvolvimento de um projeto autoral na área do design de moda que tenha como objetivo responder de uma forma criativa a assuntos relacionados com os skills próprios de cada aluno e ao mesmo tempo sempre apoiado por um pensamento sustentável, ético e colaborativo.

Conteúdos Programáticos / Programa

Desenvolvimento de um projeto envolvendo todas as suas múltiplas fases aplicando a metodologia do Design thinking com respetiva prototipização. Este projeto único e individual terá um calendário sub-dividido por 6 (seis) fases.

No final do semestre haverá uma apresentação pública deste projeto e a respetiva entrega do portfólio, com todos os elementos necessários ao longo do processo.

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, até ao desenvolvimento do protótipo;
- 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.
- Entendimento do pensamento ético e sustentável como base da geração de novos produtos.

Metodologias de ensino (avaliação incluída)

Avaliação contínua com enfoque em momentos de resposta focada a exercícios ou projetos.
Avaliação qualitativa ao longo das 6 (seis) fases do projeto.
Avaliação final.

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
- responsabilidade perante os desafios e o desenvolvimento do trabalho.

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

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



CURRICULAR UNIT FORM

Curricular Unit Name

201321025 - Fashion Project II

Type

Compulsory

Academic year

2022/23

Degree

Master Fashion Design

Cycle of studies

2

Unit credits

12.50 ECTS

Lecture language

Portuguese ,English

Periodicity

semester

Prerequisites

Year of study/ Semester

1 / 2

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 unit is the development of an authorial fashion design project, that aims to respond, in a creative way to a sustainable, ethical and collaborative development thinking, to the students own skills.

Syllabus

Development of a project involving all its multiple phases applying the Design Thinking methodology with the respective prototyping. This unique and individual project will have a calendar sub-divided into 6 (six) phases.

At the end of the semester there will be a public presentation of this project and the respective delivery of the portfolio, with all the necessary elements throughout the process.

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

- consolidate work management capacity throughout all 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;
- Understanding ethical and sustainable thinking as the basis for the generation of new products.

Teaching methodologies (including evaluation)

Continuous assessment with emphasis on moments of focused response to exercises or projects.
Qualitative assessment throughout the 6 (six) phases of the project.
Final evaluation.

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
- responsibility before every challenge and on the work development

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
Trentmann, Frank (2017), Empire of Things - How to Become A World Of Consumers, From the

Fifteenth Century To The Twentyfirst, HarperCollins Publishers
Safia Minney (2016) *Slow Fashion: Aesthetics Meets Ethics*, New International
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Lausanne?; Worthing: AVA Publishing.
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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
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edition). Basingstoke, Hampshire: Palgrave Macmillan.

Additional Bibliography

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www.patternbank.com

Several (2017), Fashionpedia: The Visual Dictionary of Fashion Design, Fashionary