

# FUNDAMENTALS OF FASHION DESIGN & COMMUNICATION

The Fundamentals of Fashion Design & Communication summer course provides students with a thorough and hands-on immersion in the different areas of fashion design, from communication to the theoretical and practical knowledge required to face a creative process in fashion and the development of prototypes.

> **Course duration: 20 hours**

> **Dates: 3 to 7 July 2023**

■ **Student profile:**

- University students looking for an introduction to fashion design and communication.

Meet Our

## INSTRUCTORS



**Guillermo García-Badell** is an architect and holds a PhD in Marketing Research. He is Dean of the UPM Fashion Design Centre (CSDMM-UPM). His research interests focus on synergies between design and other disciplines (like consumer behaviour, or marketing).



**Mercedes Rodríguez** holds PhD in Communications Sciences. She is Vice Dean at Fashion Design Centre (CSDMM-UPM). Her research interests focus on the disruption of the fashion industry by digital technologies, the synergies between fashion and visual culture, as well as innovation for sustainable development.



**Laura Luceño Casals** holds a PhD in Philology from the University of Perpignan (France). She is currently professor responsible for Institutional Relations at the CSDMM-UPM, where she also participates in the organization of fashion shows and exhibitions.



**Paula Alegría Serrano Padilla** graduated as an architect and fashion specialist from the UPM. She won the Samsung Ego Innovation Project award at the Mercedes-Benz Fashion Week in Madrid in 2020. Her work mixes artisanal and high-tech techniques. She currently runs her own fashion firm and teaches at the CSDMM.



**Marta Muñoz** is an architect with a PhD in Architecture and Urbanism, associate professor of Architectural Composition at the Madrid School of Architecture and professor of Design Fundamentals and Project Presentation Tools at CSDMM. Her research interests include the relationship between Fashion and Architecture.

## LEARNING OUTCOMES

■ **Learn**

Creativity, information & skills



Fashion industry creative process

■ **Understand**

Cultural norms & standards



Fashion communication



■ **Get acquainted**

Methodology & techniques

Fashion research & prototype development

## SYLLABUS

### MODULES

01

#### FASHION CULTURE

I History of Fashion Design

II Fashion and Cinema

III Fashion Styling, Image & Photography

IV The new rules of fashion communication

02

#### FASHION MOODBOARD WORKSHOP

5-session practical introduction to a conceptual research approach tailored to fashion design.

03

#### MOULAGE FOR FASHION DESIGN PROJECT WORKSHOP

5-session introduction to the moulage technique, pattern making and tailoring for the development of a fashion prototype

Meet Our

## INDUSTRY SPEAKERS



**Ernesto Naranjo**, a Spain-based fashion designer since 2014 when he won the Mercedes Benz Fashion Talent at the Madrid Fashion Week. With a master from Central Saint Martins, he presented his collection at the London Fashion Week with the support of an Alexander McQueen Scholarship. Ernesto has also worked with John Galiano at Maison Margiela and Olivier Rousteing at Balmain and has created capsule collections for Lane Crawford Hong Kong.



**Evangelina Julia** began her fashion career in 2014 doing modelling jobs for different brands while an international marketing student. After glimpsing the industry from within, she moved to London to study fashion design and development at London College of Fashion in 2020, where her brand *evade house* and her first collection *travelling blind* was born. Her work delves into the construction of stories, personalities, uniforms and second skins, organically combining fashion design with other media forms to consolidate a 360° discourse.