

Teaching guide

IDENTIFICATION DATA

Title:	Expert in Fashion Design (Own Degree associated with Design)		
Faculty / School:	communication Sciences		
Subject:	Styling and Accessories		
Guy:	Own Mandatory	ECTS credits:	6
Course:	3	Code:	15217
Teaching period:	Sixth semester		
Type of teaching:	Face-to-face		
Idiom:	Castilian		
Total hours of student dedication:	150		
Teaching team	Email		
Abigail Aguirre Araújo	abi.aguirre@hotmail.com		

Maria de la Soledad Delgado Sánchez

COURSE DESCRIPTION

TEACH STUDENTS THE BASIC CONCEPTS OF STYLING AND THE COMPLEMENTS OF FASHION. TRAIN THEM TO DEVELOP ANY FASHION ACCESSORY FOR A FIRM DETERMINED OR FOR YOUR OWN BRAND. THROUGH CREATIVE EXERCISES, STUDENTS WILL LEARN THE CONCEPTS IN A WAY PRACTICE BASED ON EXPERIMENTATION AND YOUR OWN DESIGNS IN A WAY FULLY PARTICIPATORY. RECOGNITION OF DIFFERENT SKINS, PLAY CREATING VOLUMES, DEVELOP THEM ON THE RULES AND MODELS, REALIZATION OF TRANSFORMATIONS ON THESE TO ACHIEVE THEIR OWN DESIGNS AND DEVELOPMENT OF THE COMPLETE PROCESS A COLLECTION OF BAGS AND ANOTHER OF FOOTWEAR.

Teach students the basics of styling and fashion accessories. Train them to develop any fashion accessory for a certain firm or for your own brand. Through exercises creative students will learn the concepts in a practical way starting from experimentation and their own designs in a fully participatory way. Recognition of the different skins, play creating volumes, develop them on lasts and models, carry out transformations on them to achieve

Page 1

Page 2

their own designs and development of the complete process a collection of bags and another of footwear.

Introduction to the world of fashion accessories, bags and footwear, and styling.

In the subject, you will see hides and other raw materials, bags, footwear and how to make collections of both of them. Styling and its world.

In addition to the theoretical basis of the topics, students will learn through creative exercises the concepts of practical way starting from experimentation and your own designs and ideas in a totally participatory.

OBJECTIVE

Teach students the basics of fashion accessories and styling.

Train the student to develop from scratch a collection of bags or footwear as well as a job of styling.

Teach students to create collections of accessories, both from an artistic point of view and commercial, they will be trained to develop a collection of bags and footwear based on their own needs.

Show students how to differentiate between the different types of leather and materials, the types of bags and shoes, hardware and fixtures.

Provide students with the ability to interpret and develop a styling commission

PRIOR KNOWLEDGE

Notions of creation processes in the world of design.
Notions of drawing, costume and illustration.
Notions of clothing and pattern making.

CONTENTS

TOPIC 1. THE SKIN

- 1.1 The skin as raw material.
Origin, structure, parts, measures and qualities.
- 1.2 The skin as a processed matter.
Skin treatment processes.
External finishes of the leathers and dyes.
- 1.3 Types of skins
Features and Uses
Identification and tactile recognition.
- 1.4 Creation of volumes with materials of different body and rigidity.

SUBJECT 2. THE BAGS

- 2.0 Conference by Fernando Aguirre, president of Agatha Ruiz de la Prada:
Contemporary fashion. History of the accessory. From haute couture to luxury brands.
- 2.1 Parts of a bag.
- 2.2 Types of bags according to their configuration and use.
- 2.3 Manufacturing methods and different types of seams.
- 2.4 Emblematic bags.
- 2.5 Creation of a bag with reused objects.
- 2.6 The drawing of bags.
- 2.7 Development of the technical data sheet for the models.

TOPIC 3. A COLLECTION OF BAGS

- 3.1 Structure and typology of a collection: timing.
- 3.2 Choosing and studying a firm for which to develop a collection of bags.

Page 2

Page 3

- 3.3 Studies of trends and adaptation to the chosen firm.
- 3.4 Design and development of the motif and concept of a collection.
- 3.5 Drawing and design of bags and fittings with different functionalities.
- 3.6 Realization of the models of the selected models.
- 3.7 Development of the technical sheets of these models.
- 3.8 Illustrations of the collection bags.
- 3.9 Preparation of a selected design from the collection.

UNIT 4. THE FOOTWEAR

- 4.1 Parts of a shoe.
- 4.2 Types of shoes according to their use and construction.
- 4.3 Drawing of shoes and fittings, natural and on photos of lasts.
- 4.4 Construction of a shoe: lasts, heels and flats.
- 4.5 Different materials, fixtures and fittings.
- 4.6 Planning and development of a shoe collection.

4.7 Design of various models and realization of models on the lasts.
4.8 Development of illustrations and technical drawings.

UNIT 5. STYLING

- 5.1 styling on the various platforms.
- 5.2 study of how to extract trends.
- 5.3 how to create a virtual fashion editorial.
- 5.4 how to create a fashion editorial as a team

FORMATION ACTIVITIES

Through creative exercises, students will learn the concepts in a practical way starting from the experimentation and their own designs in a fully participatory way.

We will use modeling (models and lasts) and drawing to create designs and volumes, working the process development of its leather goods and footwear collections.

They will learn the basics through experimentation, projecting videos and powerpoints, and will be put into practice in the various creative workshops.

At the beginning of the course, the program will be explained to the students as well as the qualification criteria: attendance and class participation, creative exercises and project development.

Likewise, at the beginning of each class, the students will be explained the exercise to be carried out in said period of weather.

Visits: warehouse of materials, leathers, fixtures and fittings

Handmade shoe creation workshop

Luxury shops, study of collections on site

Training activities, as well as the distribution of working times, may be modified and adapted according to the different scenarios established following the indications of the authorities sanitary.

DISTRIBUTION OF WORKING TIMES

PRESENTIAL ACTIVITY

60 hours

DEPENDENDING ON THE COVID, THE CLASSES IN PRESENTIAL OR REMOTE
tutorials
Job submission

SELF-EMPLOYED / ACTIVITY NO PRESENTIAL

90 hours

development of practical work
exhibitions and final presentation

COMPETENCES

Cee01 - teach students the basics of stylist and accessory designer work.

Provide students with a deep understanding of these two topics, enabling them to develop any future commission in these two areas. The student will be provided with the basic knowledge of skins as a material for the development of accessories. The student will be taught to create a collection of bags and footwear, modeling on lasts and developing bag mockups, processes that you can take as a source of inspiration and tool for future creative processes that you develop, both in the field of fashion, and in any another area of design. The student will be endowed with experience in creating styling studies. At the end of the subject the student will be able to carry out any work of fashion styling or accessory design.

LEARNING OUTCOMES

I
At the end of the subject the student will be able to develop any work of fashion styling or design of accessories. At the end of the course the student will be able to develop any work of fashion styling or accessory design.

LEARNING ASSESSMENT SYSTEM

CONTINUOUS ASSESSMENT EVALUATORY ACTIVITY	EVALUATION CRITERIA	% VALUATION
Attitude	Participation and interest in class either in person or remotely. Effort made and evolution staff throughout the course.	10%
Practices	Carrying out the practical exercises raised to develop and punctuality when making the deliveries throughout the course.	25%
Final projects	Final styling project. Final project of accessories: Delivery of a collection of bags and another of shoes, duly mock-up in two dossiers in pdf and composed of: -Trendy and inspiration panels. -Explanatory text of the approach to the collection: artistic and commercial structure, concept, motif, target audiences... -Proposed color chart and material charts. -Sketch book with the initial sketches. -Illustrations and technical drawings of the 6 models (3 of bags and 3 of footwear). -Photos of the models of the designs and fittings perfectly specified. -Technical sheets of the models for the manufacturer.	25% 40%
As it is a continuous evaluation, attendance to class either remotely or in person and deliveries during the		

course are compulsory, otherwise students will be considered not presented.

The exams, in any case, will be carried out in person.

EXTRAORDINARY EVALUATION. Delivery of the same accessories and styling dossiers in pdf.

STYLING Dossier 25%

ACCESSORIES Dossier 75%

Page 4

Page 5

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Choklat, A. (2012). Shoe design. Barcelona: Gustavo Gili.

Cox, C. (2009). Vintage shoes. Barcelona: Parramón.

Johnson, A. (2011). Handbags. Hong Kong: Konemann

Complementary

O'keeffe, L. (2011). Shoes. Hong Kong: Konemann.

Cintora, P. (1988). History of footwear. Zaragoza: Aguaviva.

