



INTERNATIONAL FASHION MASTER

International Master for Designers

of the Footwear Fashion System

2009 – 2010

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1. INTRODUCTION

The fashion sector represents one of the most productive divisions in Italy; counting for 97,400 companies, 796,000 employees and a turnover of 67,580 million euros per year- 41,323 millions of which are exported abroad – with a finale balance of 24,649 million euros.

In Europe, Italy is the largest footwear producer. It produces 244 million pairs of shoes made by 6.657 factories with 94.143 operators and a turnover of 7.198,65 million euros (Source: ANCI 2007).

In Italy, the Veneto Region has the second highest production value. It is characterized by the presence of three manufacturing poles located in the provinces of Padua, Venice, Rovigo, Treviso, Verona and Vicenza.

This Region represents, with its productive districts, one of the world's crossroads with respect to the products of the fashion sector.

The most important fashion designers work with Veneto's SMEs with different forms of partnership.

The manufacturing companies of this area have the recognized ability to be able to turn stylistic concepts into products of the highest quality.

The training offers carried out by the Politecnico Calzaturiero aim to further develop the potential of conjugating craft tradition and technical knowledge, a result from many years of history with the most updated methodologies and technologies now available in the market.

These are the skills recognized to the Politecnico Calzaturiero, which collect the important inheritance of the "School of Design for Arts and Crafts". This school was founded in 1923 in Stra at Villa Pisani. In its 85 year long history it has contributed to

the growth of the footwear sector in the Veneto Region, training the managers and technicians who work in its manufacturing companies.

This training project is proposed with the aim of completing the Politecnico Calzaturiero's training offer, activating synergies between the local manufacturing sector and the international design, and promoting the image of Veneto's Footwear Manufacturing Companies.

2. Structure and Articulation of the training offer

The training project has been studied to permanently activate an international training offer which will be gradually implemented.

The training actions included in the program are the following:

- Master for designers of the Footwear – Fashion System (January 2009 – July 2010)
- Specialized courses (starting from September, 2010)
- Depth-Seminars (starting from January, 2011)

The training programs include the development of common activities particularly in the design of fashion items and following a closer study of the footwear sector that has the scope of teaching the attendees how to realize, on their own, graphic projects and shoes' prototypes.

The initiatives described above will be gradually implemented to let the students access the fashion professions through the International Master. It will also let them go on with the training activities attending the specialized courses and allowing them to update their knowledge thanks to the seminars.

3. Scopes and Professional Profiles

The complete training program has the scope of preparing highly qualified staff, to enable them to hold various professional positions for which multidisciplinary skills are requested.

The project aims at training highly professional designers of footwear in the fashion system, who are able to:

- conduct research on fashion trends both social and consumer based and to translate them into graphic designs of fashion products, blending their own creativity with a deep knowledge of the cultural phenomena which characterize the social network.
- transform the designer's creative concept into a product which can be mass produced thanks to the skills developed in coordinating design activities, the sensitivity acquired for the product and the research of new materials and the market knowledge.
- develop and carry out the product through a thorough study of its components and materials, making use of the techniques for the components' development and the knowledge of the working processes of different types of samples.

4. Didactic Programme

The Master is developed in two training sessions:

- The first session has a duration of 80 hours and includes both theoretical and practical lectures on the main subjects connected with the knowledge of the fashion system. There will be frontal lessons, seminar activities and laboratory activities.
- The second session has a duration of 320 hours and includes both theoretical and practical lectures. This session aims to develop technical and operational abilities, trying to improve the specialized skills related to the product design. There will be frontal lessons, seminar activities, laboratory activities and educational visits.

Attendance is compulsory and the students must have attended at least 70 % of the hours of teaching in order to have access to the final examination.

At the end of the Master, the most deserving students will have the opportunity to take part in an internship program consisting of 320 hours in a designer's office and manufacturing company of the Italian Footwear Fashion System.

5. Education and training activities

- Frontal lessons, seminar activities and laboratory for a total of 400 hours from January to April 2010.
- Internship in a designer's office or in a manufacturing company for a total of 320 hours from May to July 2010.
- Interim assessment test and final test for assessment of acquired skills.

6. Location

The activities of both the first and the second session will be held at Politecnico Calzaturiero, in Capriccio di Vigonza (PD), via Venezia, 62 and at Villa dei Leoni in Mira (Ve), Riviera Silvio Trentin 3,.

The internship program will take place in a designer's office or in footwear manufacturing company.

7. Structure and content of the training sessions

Structure and content of the First Session, General part

The first session, consisting of 80 hours, will be developed as follows:

- Theoretical Lessons:
 - The Fashion System 12
 - Fashion History and Theories 16
 - Design and designing process 16
 - Marketing, the image and communication of fashion 16
- Laboratory

- Introduction to the design of the product 20

Structure and content of the Second session, Sector - specific

The second session, consisting of 320 hours, will be developed as follows:

- Theoretical Lessons:
 - Shoe design 60
 - Elements of anatomy and podiatry 20
 - Technology of commerce and Materials Technology 20
 - Design and development of footwear products 40
 - Production process and technologies 20
- Laboratory
 - Design and Development Laboratory 80
 - CAD Laboratory 80

At the end of the Master, the most deserving students will have the opportunity to take part to an internship program for the duration of 320 hours in a designer's office and manufacturing company of the Italian Footwear Fashion System.

8. Addressees

Admission to the Master is reserved to a maximum of 15 participants. In case there should be more than 15 eligible people, the selection will be made according to merit ranking. The master will be activated if the students enrolled for the master are at least 10.

9. Enrolment fees

The individual participation fee to enrol for the master is 7,500.00 Euros to be paid in three instalments as follows: 1,000.00 Euros at the confirmation of enrolment, 3,000.00 Euros prior to the beginning of the first session of lectures, and 3,500.00 Euros before the beginning of the second session of lectures.

10. Admission Criteria

To be admitted to the master you must have obtained an academic degree: a bachelor's degree or a diploma in Fashion or Design obtained from a national or international high qualification institute.

Preferential admission requirements are a fluent knowledge of the English language, both spoken and written, and a proven ability in understanding English texts.

The candidates' selection will be made according to the order in which the applications are received for enrolment, curriculum and qualifications obtained.

11. Admission criteria to the internship program

In order to be admitted to the internship activities students must have complied with all of the following conditions:

- when enrolling in the master, they must have submitted the application for the participation to the internship program
- with reference to the theoretical part of the master, students must have obtained a more than satisfactory assessment
- they must have participated in the selection by the sponsoring companies and have passed it

12. Admission to the selection

The application to be admitted at the selection process must be submitted, filling in the form which is to be found at <http://www.politecnicocalzaturiero.it>

Each applicant shall print and sign the original application form and submit it to Politecnico Calzaturiero, via Venezia 62 – Vigonza (PD) by November, 30th 2009 (postmark will be considered proof of the date of mailing).

The application should be mailed with an attached copy of a bank transfer of 50.00 Euros. This serves as a pre-enrolment fee to be paid according to the following bank details: IBAN IT22 M063 4536 3400 7400 0939 73E IT22 M063 4536 3400 7400 0939 73E, BIC IBSPIT2V, reason for payment: Application to the International Master for Designers of the Footwear Fashion System.

The application shall contain a copy of the bank transfer and a copy of an Identity Document, moreover, the following titles and documents shall be attached:

- Certificate or self-certification of the education achieved
- Curriculum vitae including the final grades obtained in the courses of studies
- A graphic design on a subject of the student's own choice

- Professional documented experiences
- Other possible qualifications that the applicant may think useful for admission