



## Teaching Guide

| Teaching Guide      |                                                                                                                                                                                             |        |                                              |           |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|----------------------------------------------|-----------|
| Identifying Data    |                                                                                                                                                                                             |        |                                              | 2018/19   |
| Subject (*)         | Fundamentals of Fashion Design                                                                                                                                                              |        | Code                                         | 710G03002 |
| Study programme     | Grao en Xestión Industrial da Moda                                                                                                                                                          |        |                                              |           |
| Descriptors         |                                                                                                                                                                                             |        |                                              |           |
| Cycle               | Period                                                                                                                                                                                      | Year   | Type                                         | Credits   |
| Graduate            | 1st four-month period                                                                                                                                                                       | First  | Basic training                               | 6         |
| Language            | English                                                                                                                                                                                     |        |                                              |           |
| Teaching method     | Face-to-face                                                                                                                                                                                |        |                                              |           |
| Prerequisites       |                                                                                                                                                                                             |        |                                              |           |
| Department          | ComposiciónProxectos Arquitectónicos, Urbanismo e Composición                                                                                                                               |        |                                              |           |
| Coordinador         | Blanco Lorenzo, Enrique Manuel                                                                                                                                                              | E-mail | enrique.blanco@udc.es                        |           |
| Lecturers           | Blanco Lorenzo, Enrique Manuel<br>García Requejo, Zaida                                                                                                                                     | E-mail | enrique.blanco@udc.es<br>zaida.garcia@udc.es |           |
| Web                 |                                                                                                                                                                                             |        |                                              |           |
| General description | First year and first semester course proposing the presentation of the basic concepts of design and its universal principles, as well as the introduction to the fields of art and fashion. |        |                                              |           |

## Study programme competences

| Code | Study programme competences                                                                                                                                                                                                                                                                                                                               |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A4   | Dominar los fundamentos del diseño en general y del diseño de moda en particular, y enmarcarlas en su contexto histórico particular y general.                                                                                                                                                                                                            |
| A5   | Desarrollar las necesarias habilidades para la generación de ideas creativas e innovadoras.                                                                                                                                                                                                                                                               |
| A18  | Conocer los lenguajes plásticos y visuales en el ámbito del diseño de la industria de la moda, para entender e interpretar las creaciones artísticas de prendas de moda.                                                                                                                                                                                  |
| B1   | Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio |
| B2   | Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio                                                                                       |
| B3   | Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética                                                                                                                    |
| B4   | Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado                                                                                                                                                                                                                   |
| B5   | Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía                                                                                                                                                                                                  |
| B7   | Capacidad para analizar tendencias (razonamiento crítico).                                                                                                                                                                                                                                                                                                |
| B8   | Capacidad de planificación, organización y gestión de recursos y operaciones                                                                                                                                                                                                                                                                              |
| B9   | Capacidad de análisis, diagnóstico y toma de decisiones                                                                                                                                                                                                                                                                                                   |
| B10  | Capacidad de comprensión de la dimensión social e histórico-artística del diseño y la industria de la moda, vehículo para la creatividad y la búsqueda de soluciones nuevas y efectivas.                                                                                                                                                                  |
| C1   | Expresarse correctamente, tanto de forma oral como escrita, en las lenguas oficiales de la comunidad autónoma                                                                                                                                                                                                                                             |
| C3   | Utilizar las herramientas básicas de las tecnologías de la información y las comunicaciones (TIC) necesarias para el ejercicio de su profesión y para el aprendizaje a lo largo de su vida                                                                                                                                                                |
| C8   | Valorar la importancia que tiene la investigación, la innovación y el desarrollo tecnológico en el avance socioeconómico y cultural de la sociedad                                                                                                                                                                                                        |

## Learning outcomes

| Learning outcomes | Study programme competences |
|-------------------|-----------------------------|
|-------------------|-----------------------------|



|                                                                                                                              |                 |                                                     |                |
|------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------------------------------------|----------------|
| Dominar os fundamentos do deseño en xeral e do deseño da moda en particular, enmarcándoas no seu contexto particular e xeral | A4<br>A5<br>A18 | B1<br>B2<br>B3<br>B4<br>B5<br>B7<br>B8<br>B9<br>B10 | C1<br>C3<br>C8 |
| Desenvolver as habilidades precisas para a xeración de ideas creativas e innovadoras                                         | A4<br>A5<br>A18 | B1<br>B3<br>B5<br>B7<br>B8<br>B9<br>B10             | C1<br>C3<br>C8 |
| Coñecer as linguaxes plásticas e visuais no ámbito do deseño para entender e interpretar as creacións artísticas vinculadas  | A4<br>A5<br>A18 | B1<br>B2<br>B3<br>B4<br>B5<br>B7<br>B8<br>B9<br>B10 | C1<br>C3<br>C8 |

| Contents         |                                                                                                                                                                                                                                                                                                                                                  |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic            | Sub-topic                                                                                                                                                                                                                                                                                                                                        |
| 01. INTRODUCTION | 01.01. PRESENTATION<br>01.02. DEFINITIONS<br>01.03. RELATIONS                                                                                                                                                                                                                                                                                    |
| 02. PROCESSES    | 02.01. HOW TO SEE DESIGN<br>02.02. FUNDAMENTALS OF FASHION DESIGN<br>02.03. DESIGN AND EXPERIENCE<br>02.04. DESIGN AND HUMAN BODY<br>02.05. DESIGN AND CULTURE<br>02.06. DESIGN AND GEOMETRY<br>02.07. DESIGN AND PROJECT<br>02.08. DESIGN AND METHODOLOGY<br>02.09. DESIGN, CONSTRUCTION AND FASHION<br>02.10. DESIGN, ARCHITECTURE AND FASHION |

| Planning                       |                                               |                      |                               |             |
|--------------------------------|-----------------------------------------------|----------------------|-------------------------------|-------------|
| Methodologies / tests          | Competencies                                  | Ordinary class hours | Student?s personal work hours | Total hours |
| Guest lecture / keynote speech | A4 A18 B3 B7 B8 B9<br>B10 C3 C8               | 20                   | 20                            | 40          |
| Workshop                       | A4 A5 A18 B1 B2 B3<br>B4 B5 B8 B9 C1 C3<br>C8 | 18                   | 45                            | 63          |



|                        |                                                  |   |    |    |
|------------------------|--------------------------------------------------|---|----|----|
| Supervised projects    | A4 A5 A18 B1 B2 B3<br>B4 B5 B7 B8 B9 C1<br>C3 C8 | 3 | 24 | 27 |
| Objective test         | A4 A18 B1 B3 B4 B5<br>B7 B8 B9 B10 C8 C1         | 2 | 16 | 18 |
| Personalized attention |                                                  | 2 | 0  | 2  |

(\*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

| Methodologies                  |                                                                                                                                                                                                                                                                                                                                           |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Methodologies                  | Description                                                                                                                                                                                                                                                                                                                               |
| Guest lecture / keynote speech | Theoretical classes and oral presentations complemented by the use of audiovisual media in order to transmit the fundamentals bases of the knowledge and facilitate their learning.                                                                                                                                                       |
| Workshop                       | Training modality oriented to the application of learning in which different methodologies/test - exhibitions, simulations, debates, problem solving, guided practices and so on - can be combined. Through them students develop tasks that eminently practical on a specific topic, with the support and supervision of the professors. |
| Supervised projects            | Complementary to the lectures and the workshop and in order to promote an autonomous and group learning. The students will continuously develop practical analytical work in various formats under the supervision of the professors.                                                                                                     |
| Objective test                 | Questions about the program will be answered on paper in written form, extensive or graphic format.                                                                                                                                                                                                                                       |

| Personalized attention |                                                                                      |
|------------------------|--------------------------------------------------------------------------------------|
| Methodologies          | Description                                                                          |
| Supervised projects    | Monitoring and supervision of the distance activities linked to supervised projects. |

| Assessment          |                                                  |                                                                                                                                                                                                                      |               |
|---------------------|--------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Methodologies       | Competencies                                     | Description                                                                                                                                                                                                          | Qualification |
| Supervised projects | A4 A5 A18 B1 B2 B3<br>B4 B5 B7 B8 B9 C1<br>C3 C8 | As a complement to expository and interactive classes and with the objective of promoting autonomous and groupal learning. Students will continually develop practical works in different formats under supervision. | 50            |
| Objective test      | A4 A18 B1 B3 B4 B5<br>B7 B8 B9 B10 C8 C1         | Questions about the program will be answered on paper in written form, extensive or graphic format.                                                                                                                  | 50            |

| Assessment comments |
|---------------------|
|---------------------|



Students to be graded at the first opportunity (January) must meet all of the following requirements:

1. Attend 80% of the classes.
2. 80% of works in due dates
3. Collective work in due date
4. Answer all the questions in the objective test

In

case of failure to comply with any of the three first points the student will get a "NP" (no presentado) in January and July opportunities.

If the student do not complete the first objective test (January) and all the requirements are passed he/she will get a "NP" (January)

The second opportunity (July) will only consist in an objective test. The same requirements as in the first opportunity, so students must: 1. Meet all the previous 4 requirements and obtained a grade under 5 in the first objective test. 2. Or they meet the first 3 requirements and did not attend the first objective test.

Late registration students:

1. Will have to attend at least 90% of face to face classes
2. Will have to complete all the individual and collective works in due date -after registration-
3. Works done before registration will also have to be done according to the responsible professor.

The other rules without conflicting the previous ones will affect all late registration students.

Incoming and outgoing mobility students will be adapted to the same rules as regular students.

For students who are part-time enrolled, the percentage corresponding to individual work is maintained (25%), the obligation to deliver group work is eliminated so the percentage of the objective test is 75%.

## Sources of information

|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Basic</b>         | Aicher, Otl. El mundo como proyecto. (Barcelona: Gustavo Gili, 1994)De Fusco, Renato. Historia del diseño. (Barcelona: Santa & Cole, 2005).Díaz Sánchez, Julián. Arte, diseño y moda: confluencias en el sistema artístico. (Cuenca: Ediciones de la Universidad de Castilla-La Mancha, 2012).Elam, Kimberly. La geometría del diseño: estudios sobre la proporción y la composición. (Barcelona: Gustavo Gili, 2014).Loewy, Raymond. Lo feo no se vende. (Barcelona: Editorial Iberia S.A., 1983). Loos, Adolf. Ornamento y delito y otros escritos. (Barcelona: Gustavo Gili, 1980). Munari, Bruno. ¿Cómo nacen los objetos? (Barcelona: Gustavo Gili, 2006). Munari, Bruno. Design as art. (London: Penguin modern classics, 2008). Pevsner, Nikolaus. Pioneros del diseño moderno: de William Morris a Walter Gropius. (Buenos Aires: Infinito, 2011). Press, Mike. El diseño como experiencia. (Barcelona: Gustavo Gili, 2009). Ruskin, John. Las siete lámparas de la arquitectura. (Barcelona: Alta Fulla, 2010). Souriau, Etienne. Diccionario Akal de Estética. (Madrid: Ediciones Akal, 1990)Sparke, Penny. Diseño y cultura, una introducción (Barcelona: Gustavo Gili, 2010). Volpintesta, Laura. Fundamentos del diseño de moda: los 26 principios que todo diseñador de moda debe conocer (Barcelona: Promopress, 2015). Wong, Wucius. Fundamentos del diseño. (Barcelona: Gustavo Gili, 2011). |
| <b>Complementary</b> | <br />                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

## Recommendations

Subjects that it is recommended to have taken before

Subjects that are recommended to be taken simultaneously

Art and Fashion History/710G03001

Subjects that continue the syllabus



Aesthetics, Styling and Pattern-Making/710G03016

Drawing and Graphic Expression: Fashion Applications/710G03006

Other comments

(\*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.