UNIVERSIDADE DA CORUÑA

Teaching Guide				
Identifying Data				**2023/24**
Subject (*)	Aestethics, Styling and Pattern-Making		**Code**	710G03016
Study programme	Grao en Xestión Industrial da Moda			
Descriptors				
Cycle	**Period**	**Year**	**Type**	**Credits**
Graduate	2nd four-month period	Second	Basic training	6
Language	SpanishEnglish			
Teaching method	Face-to-face			
Prerequisites				
Department	Proxectos Arquitectónicos, Urbanismo e Composición			
Coordinador	Fuertes Dopico, Óscar		**E-mail**	oscar.fuertes@udc.es
Lecturers	Fuertes Dopico, Óscar		**E-mail**	oscar.fuertes@udc.es
Web	eep.materias.udc.gal			
General description	Aesthetic concepts. History, theory and aesthetic. Design and meaning in contemporary culture. Industrial pattern construction: terminology and industrial pattern techniques. Pattern making of simple designs and transformations. Basics on CAD/CAM software.			

Study programme competences / results	
Code	**Study programme competences / results**
A6	To know and to know how to use the necessary tools to implement, conceptualize and launch collections
A9	To master the logistics process of a fashion firm from a global perspective, from procurement to manufacturing and transportation, with a special focus on the typical textile industry processes: selection of materials and fabrics, patternmaking, manufacturing, etc, ?
A13	To know the impact of technology on the different processes of the textile industry
A18	To know the plastic and visual languages in the realm of fashion industry design, in order to understand and interpret the artistic creations of fashion garments
B1	That students demonstrate that they acquired and understood knowledge in a study area that originates from general secondary education and that can be found at a level that, though usually supported by advanced textbooks, also includes aspects implying knowledge from the avantgarde of its field of study
B2	That students know how to apply their knowledge to their job or vocation in a professional form, and have the competencies that are usually demonstrated through elaboration and advocacy of arguments and problem resolution within their field of study
B3	That students have the capacity to collect and interpret relevant data (normally within their field of study) in order to issue judgements that include a reflection upon relevant topics in the social, scientific or ethical realm
B4	That students may convey information, ideas, problems and solution to the public, both specialized and not
B5	That students develop those learning skills that are needed to undertake ulterior studies with a high degree of autonomy
B7	Capacity to analyse trends (critical thinking)
B8	Capacity to plan, organize and manage resources and operations
B9	Capacity to analyse, diagnose and take decisions
C3	Using ICT in working contexts and lifelong learning.
C8	Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.

Learning outcomes	
Learning outcomes	**Study programme competences / results**

Know and manage the necessary tools for the realization, conceptualization and launch of collections.	A6 A9 A13 A18	B1 B2 B3 B4 B5 B7 B8 B9	C3 C8
Master the logistics process of a fashion company from a global perspective, ranging from supply to the production process and transport, with special emphasis on the main processes of the textile industry: selection of fabrics and materials, pattern making, clothing, etc. , ...	A6 A9 A13 A18	B1 B2 B3 B8 B9	C3 C8

Contents	
Topic	**Sub-topic**
1. Introduction	
2. History and aesthetics.	2.1 The concept of aesthetics: Antiquity ? SXVIII/XIX.
3. Design in contemporary culture	3.1 Inflection points of Styles | S. XX. 3.2 Styling | S.XXI
4. Introduction to pattern design.	4.1 Body: structure and form. 4.2 Pattern: constructive thinking. 4.3 Technical drawing: Basic principles and concepts. 4.4 Graphic representation: function and construction.
5. Introduction to CAD/CAM design.	

Planning				
Methodologies / tests	**Competencies / Results**	**Teaching hours (in-person & virtual)**	**Student?s personal work hours**	**Total hours**
Guest lecture / keynote speech	A6 A9 A13 A18 B1 B2 B3 B4 B5 B7 B8 B9 C3 C8	20	20	40
Workshop	A6 A9 A13 A18 B1 B2 B3 B4 B5 B7 B8 B9 C3 C8	16	40	56
Supervised projects	A6 A18 B1 B2 B3 B4 B5 B7 B8 C3	3	24	27
Events academic / information	A18 B3 B9 C8	7	0	7
Objective test	A6 B1 B3 B4 B5 B7 B9 C3 C8	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.
Events academic / information	Activities carried out by students that involve attendance and/or participation in scientific and/or informative events (congresses, conferences, symposiums, courses, seminars, conferences, exhibitions, etc.) with the aim of deepening their knowledge of study topics related to matter.
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 / Results**	**Description**	**Qualification**
Supervised projects	A6 A18 B1 B2 B3 B4 B5 B7 B8 C3	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.	60
Objective test	A6 B1 B3 B4 B5 B7 B9 C3 C8	Questions about the program will be answered on paper in written form, extensive or graphic format.	40

Assessment comments
An attendance of no less than 80% relative to all the scheduled face-to-face sessions is require.1. Second chance evaluation (Art. 18): In order to qualify for the second chance evaluation, the general attendance conditions must be met during the course and the supervised project must have been delivered within the corresponding period.2. Evaluation in advance call (Art. 19): To be eligible for the evaluation in advance call, the general attendance conditions must be met in a previous course and the supervised project must have been delivered within the corresponding term.3. Qualification of not presented: If the supervised project is not delivered within the corresponding term, the qualification will be "Not presented".4. Students with recognition of part-time dedication and academic waiver of attendance exemption: In these cases, as long as they have official recognition from the management of the center, the minimum attendance requirement will not be taken into account, keeping the rest of the general requirements established .Fraudulent behavior in any of the methodologies subject to assessment will result in the grade of "Fail (0)" in the final assessment

Sources of information

Basic	- VV.AA (2013). Historia y estilos de Moda.. DK
	Donato, Antonio. Tecnicas de Patronaje de moda Vol.1. (Barcelona: Promopress 2014)Donato, Antonio. Tecnicas de Patronaje de moda Vol.2. (Barcelona: Promopress 2014)Fischer, Anett. Construccion de prendas.(Barcelona: GG 2010)López López, Ana M. Diseño digital de moda. (Madrid: Anaya, 2018)Munari, Bruno. Desing as Art. (Nueva York: Penguin Books 2008)Nakamichi, Tomoko. Pattern Magic: la magia del patronaje. (Barcelona: GG 2012)Paris, Pat. Fundamentos del patronaje creativo. La arquitectura de la moda. (Barcelona: Promopress 2015)Smith, Alison. Gran libro de la costura. (Barcelona: Drac 2009)Soriau, Etienne. Diccionario de estética. (Ed. Akal, 2010)Tatarkiewicz, Wladyslaw. Historia de la estética I-III. (Ed. Akal, 1991)Tatarkiewicz, Wladyslaw. Historia de seis ideas: arte, belleza, forma, creatividad, mímesis, experiencia estética. (Tecnos, 2002)
Complementary	

Recommendations
Subjects that it is recommended to have taken before
Fashion Design/710G03010
Drawing and Graphic Expression: Fashion Applications/710G03006
Fundamentals of Fashion Design/710G03002
Subjects that are recommended to be taken simultaneously
Subjects that continue the syllabus
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.