



VIA Design and Business – Fashion Design

Course overview for exchange

1st semester (Autumn semester)	
<p>ECTS: 30 Start-and end dates: Mid-August – End of January Courses:</p> <ul style="list-style-type: none"> • Specialty courses (15 ECTS) • Common Module (15 ECTS) <p>Modules are fixed and students cannot choose other subjects. Students will receive 30 ECTS points – no more and no less.</p>	
Course	Purpose
<p>Specialty courses 15 ECTS</p>	<p>Body in Motion 5 ECTS</p> <p>The purpose of the course Body in Motion is to qualify students to apply analytical and experimenting methods to develop identity-creating design solutions using appropriate materials and with the body and its movements as the focus point.</p>
	<p>Womenswear 1 5 ECTS</p> <p>The purpose of Womenswear 1 is to qualify students to conduct relevant design research for development of identity-creating and competitive design solutions with focus on a well-substantiated choice of materials and industrial manufacturing methods.</p>
	<p>Womenswear 2 5 ECTS</p> <p>The purpose of Womenswear 2 is to qualify students to conduct relevant design research for development of identity-creating and competitive design solutions with focus on a well-based choice of materials and industrial manufacturing methods. Prototyping and product manufacturing is used as documentation for innovative design solutions. Communicative expressions visualising design processes and design solutions are developed using relevant technology.</p>

<p>Common module 1: Design and Business Project 15 ECTS</p>	<p>The Design & Business project consists of three subject elements Design, Business and Technology.</p> <p>The purpose of the subject element of Design is for students to acquire knowledge, skills and competences in design methods for product and process development. The aim is for students to create value in the development process from innovative idea to realisation of a product/concept. The module uses a sociological approach to target group and market analysis.</p> <p>Moreover, the focus is on students using a critical, reflective approach that supports sustainable solutions.</p> <p>The purpose of the subject element of Business is for students to develop knowledge, skills and competences within business understanding, including knowledge of how to analyse the company's business model for the purpose of developing innovative and sustainable business concepts.</p> <p>The purpose of the subject element of Technology is for students to gain knowledge, skills and competences in idea generation, creative and innovative processes as well as concept development aimed at developing sustainable solutions. Focus is on supportive, industry-relevant technology, material innovation and prototyping. Research design, data analysis and use of data should ensure validity in the development of solution models.</p>
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<h2>2nd semester (Spring semester)</h2>	
<p>ECTS: 30 Start-and end dates: End of January – Very end of June Courses:</p> <ul style="list-style-type: none"> • Common module (15 ECTS) • Design and Business Project – Sustainable Lifestyle Business 2030 (15 ECTS) <p>Modules are fixed and students cannot choose different subjects. Students will receive 30 ECTS points – no more and no less.</p>	
<p>Course</p>	<p>Purpose</p>
<p>Common module 2: Explore the Industry – Conscious Innovation 15 ECTS</p>	<p>Explore the Industry consists of three subject elements Design, Business and Technology.</p> <p>The purpose of the subject element of Design is for students to acquire knowledge, skills and competences in design methods for product and process development. The aim is for students to create value in the development process from innovative idea to realisation of a product/concept. The module uses a sociological approach to target group and market analysis.</p> <p>Moreover, the focus is on students using a critical, reflective approach that supports sustainable solutions.</p> <p>The purpose of the subject element of Business is for students to develop knowledge, skills and competences within business understanding, including knowledge of how to analyse the company's</p>

business model for the purpose of developing innovative and sustainable business concepts.

The purpose of the subject element of Technology is for students to gain knowledge, skills and competences in idea generation, creative and innovative processes as well as concept development aimed at developing sustainable solutions.

Focus is on supportive, industry-relevant technology, material innovation and prototyping. Research design, data analysis and use of data should ensure validity in the development of solution models.

The Design & Business project consists of three subject elements Design, Business and Technology.

The purpose of the subject element of Design is for students to acquire knowledge, skills and competences in design methods for product and process development.

The aim is for students to create value in the development process from innovative idea to realisation of a product/concept. The module uses a sociological approach to target group and market analysis.

Moreover, the focus is on students using a critical, reflective approach that supports sustainable solutions.

The purpose of the subject element of Business is for students to develop knowledge, skills and competences within business understanding, including knowledge of how to analyse the company's business model for the purpose of developing innovative and sustainable business concepts.

The purpose of the subject element of Technology is for students to gain knowledge, skills and competences in idea generation, creative and innovative processes as well as concept development aimed at developing sustainable solutions. Focus is on supportive, industry-relevant technology, material innovation and prototyping. Research design, data analysis and use of data should ensure validity in the development of solution models.

Menswear:

The purpose of Explore the Industry, Fashion Design; is to introduce the students to sustainable concept development and prototyping including industry-relevant 3D design technology that supports creative and sustainable design solutions.

Analysis of iconic Menswear products in a classic and cultural context, will serve as the background research for generating ideas and developing a new and contemporary Menswear concept.

The project employs a sociological approach by defining the target group and market. The student should be able to argue for an innovative, value-creating, and responsible concept through the development of a well-argued range plan.

Industry-relevant technology and manufacturing methods should support explorative design, material experiments, and prototyping in the development of design solutions.

	<p>The project is completed with a written examination and hand-in of all products and materials for assessment.</p> <p>The project will include subject relevant theories and methods within the following areas:</p> <ul style="list-style-type: none"> • Cultural understanding of menswear in a design-historical context with focus on iconic menswear products • Introduction to new technology applied in the profession and industry e.g. body scanning and data analysis • Relevant manufacturing methods in relation to classic menswear • Teaching 3D fashion design technology, as well as investigating and testing fabrics for drape and shape characteristics through the use of 3D technology • Material knowledge focused on menswear • Idea generation using relevant design research methods • Analysis of target group and market in relation to needs, values, behaviour and lifestyle • Value-creating design solutions and argumentation for a business model and concept through a sustainable collection development solution • Trend and material research • Construction, alterations of fit and prototyping documenting innovative product development • Development of visual material for communicating and supporting the process, concept and design solutions
<p>Design & Business project - Sustainable Lifestyle Business 2030 15 ECTS Interdisciplinary course – replaces internship for exchange students</p>	<p>The purpose of the course is to give students knowledge about different sustainable approaches and working methods to become able to experiment, test and develop new entrepreneurial models for the lifestyle business with focus on creative processes, sustainable innovation, entrepreneurial and logistic processes.</p> <p>The course is an interdisciplinary and a practice-based course that will include pre-and proto typing and research with various aspects of the process from material components, manufacturing methods to calculation as well as recycling and communication processes.</p>