



E-LEARNING COURSE

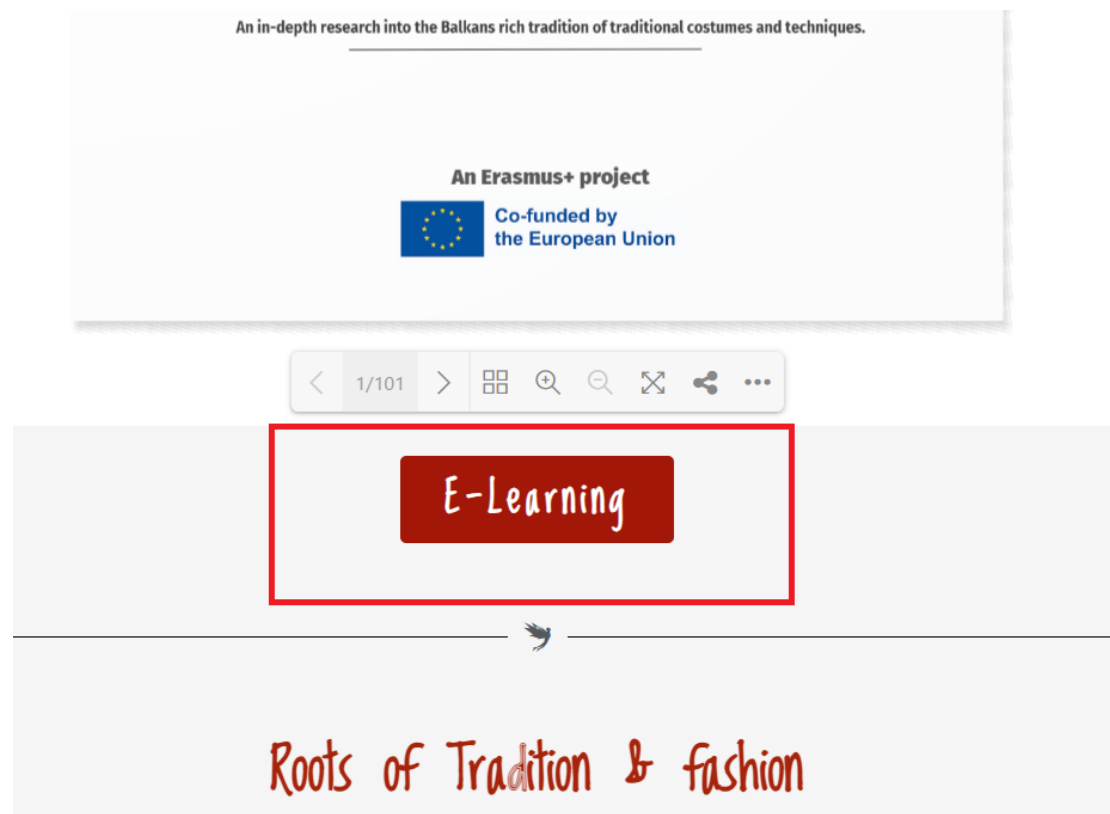


**Co-funded by
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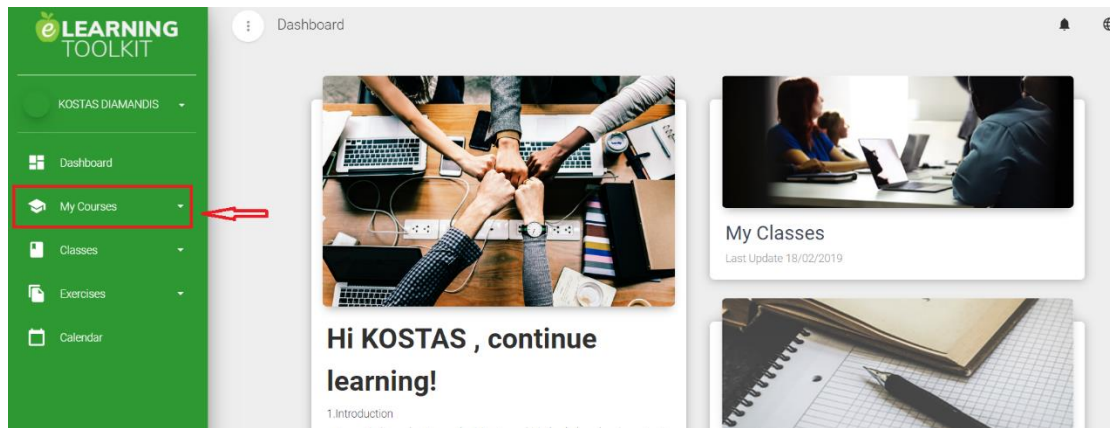
Introduction/ Access to the Course

The e-learning course of the project is available through the e-learning platform of the project: <https://actionelearning.eu/login/>. The course is freely available to anyone interested but it is necessary to insert a username and password in order to have access. In order to request a password, you will need to complete the form that is available in the website of the project through the following link: <https://www.fashioration.eu/e-learning/>. The link for the registration in the e-learning course is also available through the main home page of the project's website.



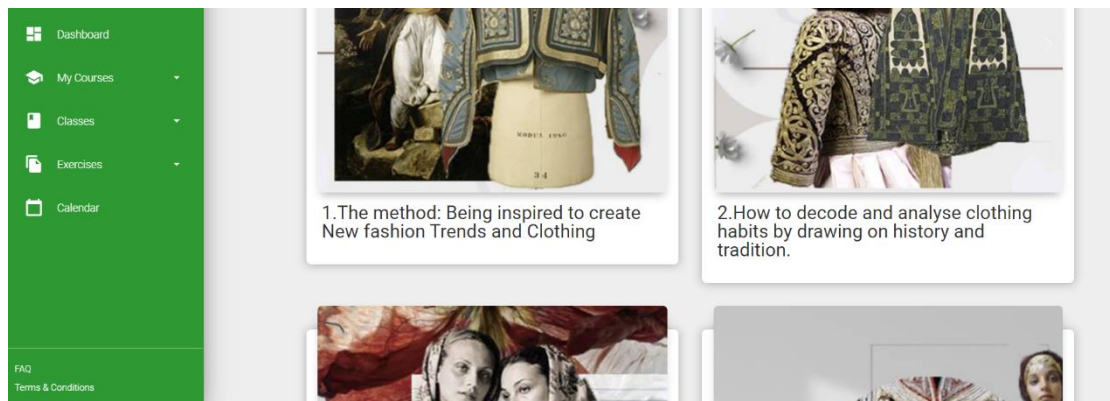
The process for the provision of the log-in in the course is not automatic but manual since an operator needs to approve the application. The people who register in the course will receive their credentials and instructions on how to use the platform and interact with the material within 24 hours from their registration.

After the successful log in, the users need to select the menu “My Courses”, after “All Courses” and then select the Fashioration course.



Description of the Course

The course is divided into 14 different chapters which present various elements that link the tradition with the modern fashion design for young people.



The structure of the course is the following:

N	Name of the Module	Estimated Duration
1	The method: Being inspired to create New fashion Trends and Clothing	2h
2	How to decode and analyse clothing habits by drawing on history and tradition. Patterns, forms and textures of Traditional Costumes	3h
3	The dress habits of other countries and people of the same culture	3h
4	Borrowing from other Balkan cultures.	1h
5	Textiles: design and creation.	2h
6	Designing upon ancient knowledge.	3h
7	Principles of Design	2h
8	Sampling: Using traditional and manmade material and techniques in relative fashion elements. Accessories, jewellery etc.	2h
9	Construction: learning from tradition.	2h
10	New technologies in the sector of construction	3h

11	Sustainable Fashion: The Montenegro case and the ancient handmade textile technique of Wool Wet	2h
12	Promotion and sales. The key element of Concept Design.	4h
13	Management. Promoting a new concept.	4h
14	Final Assessment: Designing a New Concept. Creation of a modern fashion item inspired by traditional fashion.	7h
Total		40h

Specific Module Description

Module 1: The Method: Being inspired to create New fashion Trends and Clothing

Learning Objectives	<ul style="list-style-type: none"> - to understand how history and tradition can provide inexhaustible sources of ideas and design - to learn about past experiences where history and traditions were sources of inspiration for fashion design in the area of Balkans and wider
Units	<p>1.1 Critical Thinking as a Creative Method-Hands on the Process</p> <p>1.2 Introduction about the use of tradition as source for contemporary fashion design: Trends, perspectives, target markets etc.</p> <p>1.3 Examples of fashion designers that have used tradition as sources of inspiration in the world</p> <p>1.4 Examples of fashion designers that have used tradition as sources of inspiration in the Balkans</p> <p>1.5 Learning Resources</p>
Learning Resources	Photos of previous relevant experiences, videos with fashion shows, explanatory text
Assessment	Open ended exercise focusing on the evaluation of the reasons of success/ failure of previous practices

Module 2: How to decode and analyse clothing habits by drawing on history and tradition. Patterns, forms and textures of Traditional Costumes

Learning Objectives	<ul style="list-style-type: none"> - To understand how specific clothing habits of the past eras can be used as modern fashion trends - To understand how to decode and analyse clothing traditions and use elements in modern fashion design
Units	2.1 Examples of fashion elements of the past and their use in contemporary fashion design: Comparative Analysis of all clothing parts.

	<p>2.2 Basic Elements of traditional Costume in Balkan Culture that we are looking into for inspiration and evolution.</p> <p>2.3 The most characteristic element of traditional clothing in the Balkans: The Fustanella Skirt in Albania and Greece: white, pleated Men's skirt of great History. A case study of then and now.</p> <p>2.4 The fustanella of the Evzone, as a case study</p> <p>2.5 Dior Cruise Collection 2022</p> <p>2.6 Looking back will bring you forward. Being inspired in steps</p>
Learning Resources	Photos of fashion elements that have been used in modern fashion design, comparative analysis of old photos/ pictures with modern fashion designs, explanatory text about decoding and analysis
Assessment	Open ended and Multiple choice questions

Module 3: The dress habits of other countries and people of the same culture

Learning Objectives	<ul style="list-style-type: none"> - To understand the fashion traditions in the area of the Balkans - To understand the common elements that exist in the different countries of the area - To identify elements of the fashion tradition in the Balkans that can be valorised in contemporary fashion design
Units	<p>3.1 The Doulama Coat. An exceptional Design in all the Balkans.</p> <p>3.2 Balkan Traditional Clothing habits and their changes throughout history</p>
Learning Resources	Photos of fashion elements from different Balkan countries that allow a comparative analysis, comparative text
Assessment	Open text related with the identification of common elements in the Balkan traditions and ideas about their valorisation

Module 4: Borrowing from other Balkan cultures

Learning Objectives	- to understand how borrowings from other cultures have been introduced in the fashion tradition of other countries in the Balkans and also more generally
Units	4.1 Fashion elements introduced in the Balkans from other countries

	4.2 Fashion elements introduced in other countries from the Balkans
Learning Resources	Photos from fashion elements borrowed from other cultures, explanatory text on how these elements have been incorporated and developed, relevant videos
Assessment	Open Ended and Multiple choice questions

Module 5: Textiles, design and Creation.

Learning Objectives	- Learn about types of textiles and weaving techniques that are used in the fashion tradition in the Balkans
Units	5.1 Traditional types of textiles-Plant Fibres 5.2 Traditional types of textiles-Animal Fibres 5.3 Traditional types of textiles-Dyeing 5.4 Traditional Weaving Techniques 5.5 More Learning Resources - Gallery
Learning Resources	Videos, photos and explanatory text
Assessment	Multiple choice questions

Module 6: Designing upon ancient knowledge. Machinery and tools

Learning Objectives	- Learn the tools that have been used in traditional costumes in the Balkans - Understand the evolution of these tools and how they can be used in contemporary fashion design
Units	6.1 Tools of traditional fashion design in the Balkans 6.2 Weaving-A brief history 6.3 Weaving in the Balkans 6.4 Embroidery
Learning Resources	Photos of the tools (traditional form and evolution), explanatory videos and text explaining the use of the tools
Assessment	Multiple choice and Open Ended Questions for the Construction of Traditional Costumes.

Module 7: Principles of Design

Learning Objectives	- To understand the principles of the design of the traditional clothes
Units	7.1 The principles of design of traditional clothes 7.2 Main techniques used
Learning Resources	Photos and explanatory text
Assessment	Open exercise on the principles of traditional fashion design

Module 8: Sampling. Using traditional & manmade materials and techniques in relative fashion elements. Accessories, jewellery etc.

Learning Objectives	- To understand how materials can be used in the creation of Clothing and be incorporated into a specific garment (fabrics, linings, passementerie (weaved decorations) , buttons, spinners, etc)
Units	8.1 Types of fabrics and materials used in the traditional fashion and accessories in the Balkans. Throughout the Modules there are images and descriptions of numerous, different materials used for the costumes. Here below the basic materials are described. 8.2 Fabrics-Textiles and Embroidery. It is the most common decorative technique used on all materials and fabrics across the Balkans. A parallel study between the same country, the different countries and known Designers. 8.3 Head dress and metal work. Jewelry and Belts. The Roumlouki Helmet in Greece 8.4 The Traditional Brides and their Symbols of Nature. Flowers and feathers.
Learning Resources	Examples of textiles and materials and how they are incorporated in the garments, explanatory text
Assessment	Multiple Choice and open-Ended questions check more than one if correct.

Module 9: Construction, learning from tradition.

Learning Objectives	- To understand how to select fabrics for different uses and creations - To be able to perform the cutting basics and use traditional costume patterns. - To be able to create using traditional techniques
Units	9.1 Patterns of Costume Elements 9.2 Basic sewing principles
Learning Resources	Videos of the different textiles and patterns with explanatory text
Assessment	Practical exercise on the different patterns of construction.

Module 10: New technologies

Learning Objectives	- To understand how to use modern technology in order to create fashion inspired by traditional items.
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Units	10.1 Maja Halilović – First Bosnian And Herzegovinian Biodesigner 10.2 Iris Van Herpen 10.3 Niccolo Casas 10.4 Anouk Wipprech 10.5 Behnaz Farahi 10.6 Julia Koerner 10.7 Nora Raviv 10.8 Technology As An Enabler To Sustainability 10.9 Textiles 10.10 LED lights 10.11 New Adaptive Fabric Cools Down as You Heat Up 10.12 Fungal mycelium 10.13 Mycelium
Learning Resources	- Presentations of different software, links with explanatory text
Assessment	Open Ended Exercise

Module 11: Sustainable Fashion: The Montenegro case and the ancient handmade textile technique of Wool Wet

Learning Objectives	- To understand how ancient handmade constructions can be used for sustainable fashion
Units	11.1 Montenegro as declared ecological state 11.2 Sustainability/ Fashion 11.3 Sustainable Fashion in Montenegro-Recycling 11.4 Old crafts workshops/ Knitwear - “Twiddle muff” 11.5 NGO’s involvement in sustainability 11.6 Municipality of Podgorica and Sustainability 11.7 Ministry of Culture & UN: Creative Montenegro 11.8 Education and Students projects
Learning Resources	- Case studies, explanatory text, photos

Module 12: Promotion and sales. The key element of Concept Design.

Learning Objectives	- To understand how to use advertisement and promotion techniques in order to reach the target market
Units	12.1 What are the the 4 Ps of Marketing Mix? 12.2 Marketing Mix Elements 12.3 Marketing Mix Examples of Companies 12.4 Market Research and Identification of Target Market 12.5 Tools of Promotion - Advertising, Sales Promotion, Public Relation & Direct Marketing

	12.6 Online Advertisement
Learning Resources	- Marketing plans, presentations of marketing campaigns, guidelines and templates for marketing campaigns
Assessment	Open text exercise on ideas related with a marketing Plan

Module 13: Management

Learning Objectives	- To understand the basic principles for a rational management in the fashion sector
Units	13.1 Types of Management in the Fashion Sector 13.2 Basic principles for a rational management in the fashion sector - Strategic Planning 13.3 Market Research, Analysis and Financial Management 13.4 Brand Development and Differentiation 13.5 Sustainable Supply Chain 13.6 Community Building and Stakeholders Management 13.7 Evaluation and Monitoring
Learning Resources	- Case studies, explanatory text, examples of successful management in the fashion sector
Assessment	Open Text Exercise on Sustainable Material Exploration

Module 14: Final Assessment: Designing the New Concept.

Creation of a modern fashion item inspired by traditional fashion.

As a final assessment the participants will be asked to create a fashion item based on traditional elements and explain in a presentation their New Concept and especially the process they have followed for the creation of this fashion item. Visualised research of all phases of the process must be presented on a PPT presentation and /or a scrapbook.