



SAPIENZA
UNIVERSITÀ DI ROMA

Master Fashion Studies

Programme

Academic Year 2017-18

Introducing the Master Programme

- The **Masters Programme in Fashion** (LM-65) prepares students for high-level responsibilities in the world of fashion, as well as its relations with figurative arts, communications and entertainment, or for independent careers in the fashion industry and a wide range of related fields.
- Students acquire skills and specialist knowledge related to the development of the fashion industry, both historically and as an on-going trend, with special attention to cultural, symbolic and economic/financial factors, as well as the entrepreneurial and management skills necessary to work in this field.
- The Master programme uses interdisciplinary teachings involving scholars from several disciplines, including humanities, social sciences, marketing, and technical and management disciplines. Strong professional connections in the field of fashion provide students with insight into today's world of fashion.

Master's programme objectives

- In particular, the programme will provide students with:
- Specific competences to identify, design, develop, manage, monitor and assess projects, production and economic/managerial aspects;
- Tools to analyse the human, historical and cultural influences that play a role in the production, use and commercialization of clothing, both in terms of historical/anthropological symbology and entrepreneurial market dynamics.
- Communications skills, linguistic and technological media, knowledge acquisition and transmission systems;
- Analytical skills for fashion industry history and clothing trends.

Prerequisites/requirements

- The Master of Fashion Science is open to graduated students (BSC or equivalent, in Italy or abroad) in one of the following:
- **History, Philosophy, Anthropology, Literature, Sociology, Art and Design, Marketing and Economics, Textile engineering.**
- Admission is guaranteed for students with a degree in **Figurative Arts, Music, Spectacle, Fashion (L-3 Bachelor)**
- Eligibility has to be verified: students must have 90 ECTS in :
- SSD History: M-STO/01 o M-STO/02 o M-STO/03 o M-STO/04 o M-STO/06 o SECS-P12
- SSD Philosophy, Antropology, Sociology": M-DEA/01 o M-FIL/04 o M-FIL/05 o SPS/07 o SPS/08
- SSD Drawing: ICAR/13 o ICAR/16 o ICAR/17
- SSD Arts and spectacles: L-ART/01 o L-ART/02 o L-ART/03 o L-ART/04 o L-ART/05 o L-ART/06
- SSD Economics: SECS-P/01 o /02 o /06 o /07 o /08 o /11 o /13.

Master's programme organization

- First year - First semester : approximately 30 ECTS (credits)
- First year – Second semester: approximately 30 ECTS (credits)
- Second year - First semester : approximately 30 ECTS (credits)
- Second year – Second semester: approximately 30 ECTS (credits)
- **How to get the recommended 60 ECTS for year?**

Mandatory and optional courses

- The Master's programme provides students with *mandatory* and *optional* courses.
- There are only two compulsory courses, during the first year (I semester).
- In each semester (and year) students are given the chance to choose between a number of selective courses.
- In this way students are given a relevant freedom to specialise their learning.

First year I

- **GROUP 1:** Students are required to take **all** of the following
 - *Fashion through history* (6 ECTS)
 - *XIX and XX century art history* (6ECTS)
- **GROUP 2:** Students are required to take **2 courses (6+6 ECTS)** of the following
 - *Sociology of made in Italy* (6ECTS) – second semester
 - *Fashion and consumer experience* (6ECTS) – first and second semester
 - *Luxury and high fashion brand communication* (6ECTS) – second semester
 - *Digital fashion media* (6ECTS)
 - *Fashion branding* (6ECTS)
 - *Business Intelligence* (6ECTS) (Economics Faculty)
- **GROUP 3:** Students are required to take **1 course (12 ECTS)** of the following
 - *The science of drawing* (6+6 ECTS)
 - *Clothes on film* (6+6 ECTS)
- Students can choose **1 course** (6 ECTS) between GROUPS 2-3

First year, second semester

- **GROUP 4:** Students are required to take **1 course** of the following
 - *Psychology and Fashion* (6 ECTS)
 - *Creative design thinking* (6ECTS)
- **GROUP 5:** Students are required to take **1 course (12 ECTS)** of the following
 - *The science of drawing* (6+6 ECTS)*
 - *Clothes on film* (6+6 ECTS)*
- **GROUP 6:** Students are required to take **1 complementary activity** of the following
 - WORKSHOP 1: Fashion industry in Rome
 - INTERNSHIP
- Students can choose **1 course** (6 ECTS) between GROUPS 2-3-4
- ** just selected during the first semester*

Second year, first semester

- **GROUP 1:** Students are required to take 2 **courses (12 ECTS)** of the following
 - *Business law for fashion* (6ECTS)
 - *Fashion economy* (6ECTS) – second semester
 - *Marketing* (6ECTS)
 - *Innovation in fashion materials* (6ECTS) – second semester
- **GROUP 2:** Students are required to take 2 **course (12 ECTS)** of the following
 - *Fashion archives* (6ECTS)
 - *Fashion theory* (6ECTS)
 - *Fashion as cultural discourse* (6ECTS)
 - *Symbology in the history of clothing* (6ECTS)
- **GROUP 3:** Students are required to take 1 **course (6 ECTS)** of the following
 - *Fashion design* (6ECTS) – *Product design (Architecture Faculty)*
 - *Fashion film* (6ECTS) – second semester

Second year, second semester

- **GROUP 4:** Students are required to take **1 complementary activity** of the following (6ECTS)
 - WORKSHOP 2: Fashion industry in Italy
 - INTERNSHIP
- Students can choose **1 course** (6 ECTS) between GROUPS 1- 2-3 / first semester (or GROUPS 2-3-4 / first year; or any other course in Sapienza)
- FINAL TEST/THESIS (18ECTS)

Percorso formativo/study plan

- Students have to define their «percorso formativo» (study plan) from November 2017 to March 2018.

Academic Year Calendar 2017-18

- Sapienza's academic year is based on the semester system. The calendar has two semesters and three sessions.
- **I SEMESTER**
October 2nd 2017
January 19th 2018
- **II SEMESTER**
February 26th 2018
June 1st 2018

Academic Year Calendar 2017-18

- **I SESSION**

end of January
2018

end of February
2018

- (3 exam dates)

- **II SESSION**

beginning of June 2018
end of July 2018

- (3 exam dates)

- **III SESSION**

September 2018

- (2 exam dates)

First Year, First Semester: timetable

	Lunedì	Mercoledì	Giovedì	Venerdì
9-10				FASHION BRANDING (Aula etnologia)
10-11				FASHION BRANDING (Aula etnologia)
11-12			THE SCIENCE OF DRAWING (Aula a vetri)	FASHION BRANDING (Aula etnologia)
12-1 (P.M.)			THE SCIENCE OF DRAWING (Aula a vetri)	DIGITAL FASHION MEDIA (aula etnologia)
1-2 (P.M.)	DIGITAL FASHION MEDIA (aula C studi storico religiosi)	CLOTHES ON FILM (aula a vetri)	THE SCIENCE OF DRAWING (Aula a vetri)	DIGITAL FASHION MEDIA (aula etnologia)
2-3 (P.M.)	DIGITAL FASHION MEDIA (aula C studi storico religiosi)	CLOTHES ON FILM (aula a vetri)	THE SCIENCE OF DRAWING (Aula a vetri)	FASHION & CONSUMER EXPERIENCE (Aula etnologia)
3-4 (P.M.)	FASHION THROUGH HISTORY (Aula II piano terra)	FASHION THROUGH HISTORY (Aula II piano terra)	CLOTHES ON FILM (aula seminari)	FASHION & CONSUMER EXPERIENCE (Aula etnologia)
4-5 (P.M.)	FASHION THROUGH HISTORY (Aula II piano terra)	FASHION THROUGH HISTORY (Aula II piano terra)	CLOTHES ON FILM (aula seminari)	WORKSHOP – FASHION INDUSTRY IN ROME (aula etnologia)
5-6 (P.M.)	XIX AND XX CENTURY ART HISTORY (Aula III Storia dell'arte)	XIX AND XX CENTURY ART HISTORY (Aula II Storia dell'arte)	CLOTHES ON FILM (aula seminari)	WORKSHOP – FASHION INDUSTRY IN ROME (aula etnologia)
6-7 (P.M.)	XIX AND XX CENTURY ART HISTORY (Aula III Storia dell'arte)	XIX AND XX CENTURY ART HISTORY (Aula II Storia dell'arte)	FASHION THROUGH HISTORY (aula etnologia)	WORKSHOP – FASHION INDUSTRY IN ROME (aula etnologia)

First Year, Second Semester: timetable

	Martedì	Mercoledì	Giovedì	Venerdì
9-10	CLOTHES ON FILM (Aula B Storia medievale e paleografia)		CLOTHES ON FILM (Aula E)	LUXURY AND HIGH FASHION BRAND COMMUNICATION (Aula E)
10-11	CLOTHES ON FILM (Aula B Storia medievale e paleografia)		CLOTHES ON FILM (Aula E)	LUXURY AND HIGH FASHION BRAND COMMUNICATION (Aula E)
11-12	CREATIVE DESIGN THINKING (Aula B Storia medievale e paleografia)	SOCIOLOGY OF MADE IN ITALY (aula seminari)	LUXURY AND HIGH FASHION BRAND COMMUNICATION (Aula II piano terra)	CREATIVE DESIGN THINKING 2 (Aula a vetri)
12-1 (P.M.)	CREATIVE DESIGN THINKING (Aula B Storia medievale e paleografia)	SOCIOLOGY OF MADE IN ITALY (aula seminari)	LUXURY AND HIGH FASHION BRAND COMMUNICATION (Aula II piano terra)	CREATIVE DESIGN THINKING 2 (Aula a vetri)
1-2 (P.M.)	PSYCHOLOGY AND FASHION (Aula VI piano terra)	FASHION & CONSUMER EXPERIENCE (Aula a vetri)	SCIENCE OF DRAWING (Aula II piano terra)	
2-3 (P.M.)	PSYCHOLOGY AND FASHION (Aula VI piano terra)	FASHION & CONSUMER EXPERIENCE (Aula a vetri)	SCIENCE OF DRAWING (Aula II piano terra)	
3-4 (P.M.)		PSYCHOLOGY AND FASHION (Aula VI piano terra)	SCIENCE OF DRAWING (Aula II piano terra)	SOCIOLOGY OF MADE IN ITALY (Aula E)
4-5 (P.M.)		PSYCHOLOGY AND FASHION (Aula VI piano terra)	SCIENCE OF DRAWING (Aula II piano terra)	SOCIOLOGY OF MADE IN ITALY (Aula E)
6-7 (P.M.)				WORKSHOP - FASHION INDUSTRY IN ROME (Aula E)

SECOND YEAR, FIRST SEMESTER

	Lunedì	Martedì	Mercoledì	Giovedì	Venerdì
9-10	MARKETING (Aula a vetri dal 2 ottobre al 13 novembre Dal 13 novembre Aula Seminari)	SYMBOLGY OF FASHION (Aula F)		SYMBOLGY OF FASHION (Aula F)	
10-11	MARKETING (Aula a vetri dal 2 ottobre al 13 novembre. Dal 13 novembre Aula Seminari)	SYMBOLGY OF FASHION (Aula F)		SYMBOLGY OF FASHION (Aula F)	
11-12	MARKETING	FASHION ARCHIVES (aula B storia medievale)			
12-1 (P.M.)	MARKETING (Aula a vetri dal 2 ottobre al 13 novembre)	FASHION ARCHIVES (aula B storia medievale)			
1-2 (P.M.)	FASHION THEORY (Aula A studi orientali)	FASHION THEORY (Aula A studi orientali)	FASHION ARCHIVES (aula A storico religiosi)		
2-3 (P.M.)	FASHION THEORY (Aula A studi orientali)	FASHION THEORY (Aula A studi orientali)	FASHION ARCHIVES (aula A storico religiosi) Fino a fine ottobre <hr/> FASHION ECONOMY		
3-4 (P.M.)	BUSINESS LAW FOR FASHION (aula seminari)		FASHION ECONOMY (aula seminari)	BUSINESS LAW FOR FASHION (Aula A studi orientali)	
4-5 (P.M.)	BUSINESS LAW FOR FASHION (aula seminari)		FASHION ECONOMY (aula seminari)	BUSINESS LAW FOR FASHION (Aula A studi orientali)	
5-6 (P.M.)					FASHION AS CULTURAL DISCOURSE (aula a vetri)
6-7 (P.M.)					FASHION AS CULTURAL DISCOURSE (aula a vetri)
					FASHION AS CULTURAL DISCOURSE (aula a vetri)

STUDYING ABROAD: ERASMUS PROGRAMME

- Coordinator: Prof. Romana Andò
romana.ando@uniroma1.it
- Stockholm University – Department of Media Studies
- Madrid - Centro Superior de Diseño de Moda
- Barcellona - ESDI (Escola Superior de Disseny)
- Barcellona - LCI Barcelona, Escuela Superior Oficial de Diseño
- Bratislava - Academy of fine arts and design

News and contacts

- Website :
- <https://corsidilaurea.uniroma1.it/it/corso/2017/scienze-della-moda>
- Follow us on Facebook (news, events and more)
Fashion MA – Sapienza ROME
<https://www.facebook.com/FashionStudiesRome/>
- Alessandro Saggiaro and Romana Andò (Master Coordinators)
- alessandro.saggiaro@uniroma1.it
- romana.ando@uniroma1.it