

77. DIGITAL FASHION PRODUCTION

First level

Department of Architecture (DIDA)

Course coordinator	Elisabetta Cianfanelli
Organizing committee	Elisabetta Cianfanelli Paolo Franzo Margherita Tufarelli Vittoria Barsotti Andrea Mecacci
Contact person for information regarding course organization, the schedule of classes and course content	Paolo Franzo paolo.franzo@unifi.it
Practical-professional profile of the course and reference job market	<p>The Master programme aims to train experts in digital production for various fields of fashion: from design to communication, from the creation of visual content to product distribution. In the coming years digital producers, professionals with in-depth knowledge of the dynamics, technologies, workflows, data and processes that characterise digital culture will be increasingly important figures in the fashion industry.</p> <p>The Master programme creates a professional figure dedicated to the digital content factory in two macro-dimensions:</p> <ol style="list-style-type: none"> 1) Production of digital content aimed at omni-channel promotion and sales 2) Design, prototyping and 3D production. <p>The fashion industry is undergoing a radical reorganisation due to digital technologies. Artificial Intelligence, digital design, augmented and virtual reality, tools that are already widespread in various industrial and creative sectors, are becoming increasingly central to this field also: from the development of digital garments to the rationalisation of production, from the development of smart-tech products to the creation of immersive experiences for the digital consumer generation.</p> <p>These innovations enable fashion brands and companies to design, produce and market their collections in a more sustainable way, reducing costs and impacts, and expanding their market to a wider range of communities, physical and digital. Training is therefore designed to prepare students to meet the changing needs of the fashion industry through in-depth knowledge and understanding of the system and of the impact of digital technologies.</p> <p>The Master encourages designers to explore and collaborate with advanced digital technologies, to question and challenge current fashion practices, to challenge the ideals of product realisation, to address issues of environmental and social sustainability using innovative methodologies and digital technologies with the aim of generating alternative, creative and experimental solutions. At the end of the master's programme, students will be able to: analyse the implementation of technology as a competitive advantage in the fashion and luxury value chain; explore significant innovations in digital fashion design and production; drive technological innovation in fashion companies; develop advanced specialist skills in fashion disciplines and digital communication.</p> <p>Through theoretical courses, workshops and the traineeship, the Master programme will create professionals in digital production for fashion,</p>

	including: digital producers, able to connect photographers and digital systems in the elaboration of visual content for fashion; project content production managers, with coordination skills between the various digital producers collaborating in communication studios and fashion brands; 3D designers and modellers for physical and digital fashion; fashion designer for gaming, AR and VR.
Admission requirements	Bachelor's, Master's or single-cycle Master's degree awarded in accordance with the system under Ministerial Decree No. 270/2004 or Ministerial Decree No. 509/1999 or under previous systems.
Admission procedure	Selection based on qualifications
Duration	9 months
Teaching methods	blended
If remote or blended mode is proposed, please specify: synchronous, a-synchronous, and platforms to be used	In the case of distance learning, it will be synchronised using Google Meet or Teams platforms
Language the course will be delivered in	Italian and English
Attendance requirement	75%
Course location	Design Campus in Calenzano (FI) in via Sandro Pertini 93
Foreseen lecture days	Classes will be held on weekends, probably on Fridays and Saturdays
Exam procedures and schedule	Each module/training unit provides for a final exam (written test, oral test, project) that will be at the discretion of the lecturer responsible.
Final exam	At the end of the programme there is a final examination consisting in the presentation of a work, the presentation of a report and the presentation of a report on the practical training or internship activity.

Number of places available and enrolment fees	
Full-fee students	
Minimum no. of places	8
Maximum no. of places	40
Enrolment fee	4,500 Euros
Free supernumerary places	
UNIFI employees	2
Single modules	
Maximum no. of places	3
Enrolment fee	The registration fee for individual modules is €100 per university credit (CFU), to be paid in a lump sum upon enrolment.
Description of traineeship activities and training objectives and the number of hours	The traineeship, lasting 250 hours, will enable students to apply in practice knowledge acquired through modules. It may be carried out in professional firms, companies, laboratories or research centres.
Admission requirements	To be admitted to individual modules, applicants must hold one of the qualifications listed among those required for admission to the Master programme.
Admission procedure	Candidates for enrolment in individual modules will be selected on the basis of qualifications.

