

Bachelor in Fashion – Program Overview

Conception

The bachelor's degree in Fashion, from Faculdade Santa Marcelina, presupposes a conception of Fashion that goes beyond its apprehension from the objects of clothing and material culture, but sees it as an expanded field, linked to art, culture and society, within its most distinct aspects and activities. In this sense, the conception of fashion is connected to that of a language, which involves tactile and visual perception, and is linked to memories, speeches, and interpretations. A language that is, therefore, articulator of processes in the visible and palpable universe, as well as the invisible and subjective.

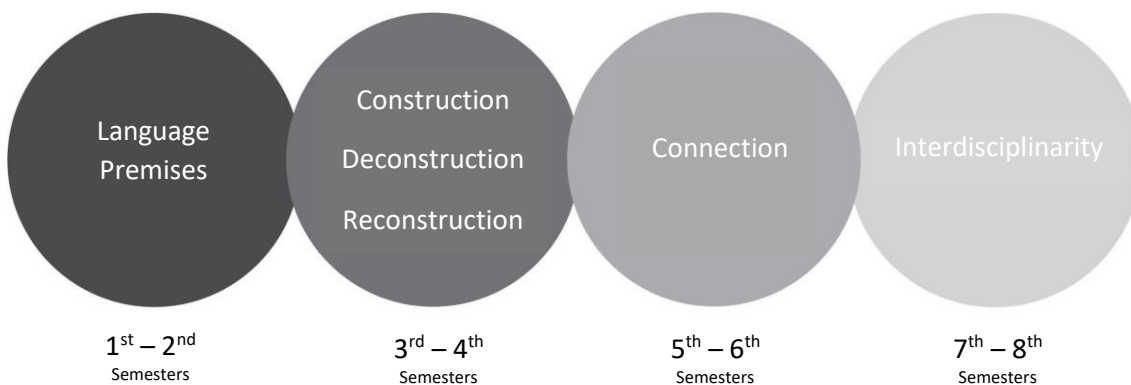
In this sense, a humanistic, integrative, citizen, libertarian and emancipatory formation is valued, guided by the notions of collaboration, participation, environmental, economic, social and cultural sustainability, and respect for diversities, whether of race, gender, sexual orientation or any other social markers of difference.

For this purpose, which goes beyond the opportunities of training a professional with technical skills, professionals from different areas and departments of the Institution are a constituting and active part. The faculty is made up of professionals from distinct and plural areas and profiles, inserted in and linked to the main sectors of the market, civil associations and organizations, and university.

The student, in turn, is considered a fundamental part of the learning process, which is carried out based on experience, reflection on their context and on their own experience. Following proposals from renowned educators, it is considered that the students, even before learning the languages worked during the classes, already have their readings of the world, their baggage and histories, which are fundamental to their trajectories. With these premises, the aim is to train an active, creative and purposeful professional and citizen, with refined intellectual, artistic, visual, manual and technological reasoning, thus prepared for the challenges of the present time and for the construction of another future.

In this sense, the course absorbs fashion in its expanded field, considering its context within the environment, ethnic diversity, cultural, economic, social and environmental sustainability, and visual reasoning.

Program Design Matrices:



First and Second Semesters

The first two curricular semesters constitute a seminal period of the program. They correspond to the moment when the student enters the university culture and is faced with its challenges, responsibilities and first achievements. Therefore, it is a period in which the student garners special attention and dedication, carried out by the professors and the entire body of professionals at the institution. It is the moment of rigorous construction of conceptual bases that will serve for the rest of their training path, a construction that is in line with the background, knowledge and life stories brought by the students. Here are presented the bases and foundations of fashion. The process of building a repertoire, visual language and look enhancement, carried out through drawing and creative processes. Also, the student will have the first theoretical immersion from concepts and interpretations about culture, contemporary society and the history of art and fashion.

Third and Fourth Semesters

At this time, concepts and repertoire are deepened, both in relation to fashion in its specificities, depths, and paradigms, as well as in the field of culture. A technical development is also carried out based on proposals for studio practices and experiences in creative processes, bringing the student closer to fashion practice. These are two curricular periods aimed at deconstructing and reconstructing concepts and practices proposed in previous semesters. That is, there is a reflective magnification. In these two periods, the space for elaboration and understanding of the individual aspect and context is built. Based on the experiences of creation in a studio, an attempt is made to bring out a poetics of processes and experiences of the sensitive are encouraged.

Fifth and Sixth Semesters

In these curricular periods, the creation and its insertion in society are connected, whether from the market, from the studio to the industry, or from cultural, social, associative, and inclusive initiatives. Communication matters are worked on, through interaction with the world of fashion, its practical and market applications. The fashion segments are also recognized considering their diversity. It then turns to society based on relationships with companies, case studies, the development and visual identity of brands, entrepreneurship, ethical reflections, fashion product awareness, branding, among others. It is the moment of greater relationship and autonomy of the student with the external environment, based on competitions, partnerships, and internships, added to integrated work between the disciplines. It is a phase of greater impulse to autonomy, definition of areas and segments of interest, maturation of the decoding of the language of fashion, and its relations with the context in which it is inserted and that constitutes it.

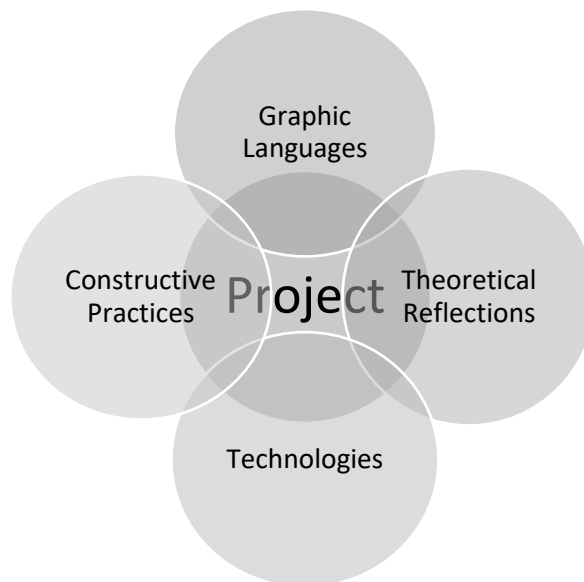
Seventh and Eighth Semester, TGI (bachelor's interdisciplinary project)

This is the moment at which the interdisciplinary proposal culminates. It is the final revisit of disciplines, projects and experiments, providing an opportunity for a personal synthesis. The student develops the Bachelor's Interdisciplinary Project (TGI), choosing an area of study (style, accessories, jewelry, illustration, photography, modeling, costumes and prints), gathering collaborations and joint perspectives from each discipline, which are currently structured for this purpose. The student must propose a pre-project of research intention. After its approval by a body of advisors, it starts to develop an assisted creation process. This process is evaluated

in two stages: an internal panel of professors from the institution and an external one, in which professionals from outside the institution from the most diverse areas and activities are added.

Research Axes and its Interfaces

The formation of the curriculum, in the transversal and systemic scope, takes place from a core of projects in which the student brings together the transfer of knowledge obtained in the subjects that form the other four axes that gravitate: theoretical reflections, graphic languages, technologies and constructive practices.



Graphic Languages

These are broad and diversified practices with design for the generating development of reasoning and visual languages, such as graphic representation instrumentation, expression, knowledge, reflection, and invention in fashion and correlated.

Theoretical Reflections

They are based on theoretical training, which leads the student to apply the conceptual knowledge developed in the academic path, in the various creative processes, thus favoring the development of critical thinking and the commitment to innovation.

Technologies

The aim of this is to encourage the use of technological resources and tools to support creative processes, praxis in the textile field and in the production of products, and digital reasoning.

Constructive Practices

Stimulus for construction practices, leading the student in the scope of technical and material production, enhancing design methodologies, from the idea to its implementation.

Project

Involving other disciplines, the axis that coordinates the projects aims to encourage students to take the lead in articulating the knowledge obtained, using theoretical reflections, technologies, graphic languages, and constructive practices.

Curriculum

The curriculum aims to educate professionals aware of their own capabilities and responsibilities. These are developed through experiences based on learning by doing. The use of educational potential is related to building relationships with the knowledge that surrounds students and teachers, engendering the possibility of making decisions with responsibility.

The set of disciplines that make up the body of knowledge of the bachelor's Program in Fashion, from Faculdade Santa Marcelina, is based on an interactive approach respecting the concrete reality, seeking to accompany life itself, based on the experience and reflection of one's own experience. It is by emphasizing curiosity, the interpretation of contemporary flows, related to social, economic, and cultural transformations, that greater curricular flexibility and the practice of interdisciplinarity are aimed at.

The integrated courses expand the student's field of vision, favoring the articulation of knowledge networks and common knowledge, at the same time, encouraging the understanding of their multiple perspectives, encouraging originality, the organization of complex thinking, and allowing the student a broad, democratic education, compatible with social and professional requirements.

The critical view combined with the offer of multiple perspectives, and the encouragement of questioning, activate the development of scientific thought and its forms of application; diversity encourages cooperation, freedom and ethics. Using inclusive perspectives facilitates the creation of new forms and processes, including assessment.

Curriculum practices, as well as policies, are adjusted and improved as a result of assessments and aspirations. It is concerned with presenting the evaluation criteria in a clear and dialogued way, seeking the sense of collaboration and self-assessment.

The evaluations of the developments and paths traced by the program are carried out systematically by the NDE (Structuring Faculty Committee), and by the professors committee, who discuss the correlations between the various fields of knowledge. We are looking for a structure that allows the student to intellectually manage the paths during their education. The program's student body participates with assessments, whenever requested in pre-determined meetings, and with spontaneous day-to-day information, in a process of permanent listening, a collaboration that is essential in curricular constructions.

These values and practices are built from the table of disciplines below, formulated from the experience accumulated by generations of highly qualified students and professionals from different areas, over the decades of work at this Institution.

Academic Semester	DISCIPLINE	HOURS	AXE	Syllabus
1st SEMESTER	Philosophical Anthropology	40	Basic	Presentation of the different paths of anthropology and how it dialogues with other areas of knowledge, producing a discourse recognized as philosophical and scientific. Understanding the emergence, importance, and epistemological status of Philosophical Anthropology. Introduction to reflection on Man, his being in the world and his condition of being symbolic. Study of ethnic-racial relations in Brazil, Afro-Brazilian, African and indigenous history and culture. Introduction to the debate on Human Rights and cultural relativism.
	Fashion Illustration I	40	Specific	Introduction to Illustration as a technical tool for the development of fashion products and as a tool for the student's perceptual development. Introduction to the design made specifically for the fashion product. Instrumental study and technical construction of the body, based on anatomy and analysis of proportions.
	Observational Drawing I	40	Basic	Introduction to the practice of observational drawing for the representation of the world, with an emphasis on wearing clothes, in a process that generates visual language, learning its syntax, expression, instrumentalization and technique.
	Art History I	40	Basic	Characterization of the main manifestations of Visual Arts in Western civilization from a historical and critical perspective. Construction of the History of Art repertoire.
	Instrumental Language I	40	Basic	Development of instrumented technical drawing from flat (two-dimensional) and volumetric (three-dimensional) geometric constructions. Volumetric study of solids in isometric and conical perspective, with their views. Creation of basic accessory and jewelry projects in the context of fashion design.
	Visual Methodology I	40	Theoretical-Practice	Introduction to the theoretical-practical study of the order of formal elements - constructive and constitutive - of the composition and syntax of visual language. Development of visual perception and intelligence from the observation of the purposes of nature, the three-dimensional field and its transposition, association, and representation to the two-dimensional field.
	Experimental Modeling	40	Theoretical-Practice	Establishment of relationships between three-dimensional modeling and the creation process in the training of the stylist. Introduction to the instruments necessary for the practice of three-dimensional modeling. Reflection on the practice of atelier in the formative process of making fashion.
	Creation Process I	40	Specific	Development of sensory perception skills in the external universe versus internal (personal) universe. Application of perceptual skills in the creative process. Learning the concepts of verbal and non-verbal reading.
	Themes of Contemporary Culture	40	Basic	Panoramic discussion of social, political, and cultural elements of contemporary reality, with an emphasis on Brazilian society. Discussion about violence, social movements, racism,

				education, and study of the relationship between citizenship and the environment. The importance of respect, social inclusion and valuing diversity, ethnic and gender differences, for a greater wealth of solutions at different institutional levels.
	Textile I	40	Specific	Study of the fundamentals of textile construction, from the initial raw material to the product, and its main applications. Presentation of the processes and machinery used in handmade and industrial textile production. Learning about flat weaving, its characteristics, and main applications in clothing. Development of perceptual skills applied to the analysis of textile materials. Awareness of the socio-environmental responsibility of the fashion-oriented textile activity. Hand loom practice and creation of models.
	Semester total workload	400		

2nd SEMESTER	Observational Drawing II	80	Basic	Expansion and deepening of drawing and observation sketches, through practice with various drawing tools. Deployment from observational drawing to serial and creative redesign, in a process that generates reasoning and varied visual languages, with the objective of graphic instrumentation, representation and invention, with an emphasis on dressed clothes.
	Fashion Illustration II	40	Specific	Analysis and construction of Illustration as an instrument for the student's perceptual development. Study of Design as a technical tool for the development of fashion products. Development of the fashion technical staff: female and male. Introduction to color techniques aimed at technical representation of the fashion product.
	Fundamentals of Computer Graphics	40	Basic	Introduction to computer graphics concepts and practices. Study of the main digital tools for creating drawings, manipulating images, and developing fashion design graphic projects.
	Art History II	40	Basic	Reflection on the panorama of the main manifestations and movements of modern and contemporary Visual Arts.
	Sewing Laboratory I	40	Theoretical-Practice	Development and technical knowledge to carry out practical work directly linked to the clothing and fashion area. Study of fundamental knowledge for performing basic operations in various types of fabrics, both flat and knitted, using specific machinery, in accordance with technical procedures, environmental and safety standards. Training of students to perform procedures for cutting, assembling, sewing, and finishing garments from a technical sheet, mold and pilot piece, ensuring the necessary experience for knowledge of the area and its practices.

	Visual Methodology II	40	Theoretical-Practice	Introduction, from a theoretical and practical nature, to the study of three-dimensional language from the organization of constructive visual elements and the relational structures of the composition, exploring techniques and strategies for the perception of volume, proportions, and texture, in the creative process of objects and three-dimensional spaces.
	Contemporary Fashion	40	Specific	Study of the formative segments of fashion: concepts, codes, and values of haute couture, ready-to-wear and streetwear. Analysis of contemporary national and international fashion. Reflection on fashion as an autonomous language and field of knowledge. Research and discussion on the social and environmental consequences of fast fashion and consumerism.
	Creation Process II	40	Specific	Creative development of authorial imagery research through the photographic look (two-dimensional field). Construction of the fashion object through the concept of upcycling and basic geometric shapes: square, equilateral triangle and circle (three-dimensional field).
	Textile II	40	Specific	In-depth study of the techniques and applications of flat fabrics, knits and non-wovens and the main market sectors. Contextualization of the processing sector and their importance in the Brazilian fashion market. Stimulus for creativity and the use of new materials for the production of commercial and differentiated products, based on the analysis of different segments. Awareness and discovery of new ways of working to act sustainably and thus enable changes in the fashion chain, realizing opportunities in relation to business competitiveness.
	Complementary Activities	25	ATC	
	Semester total workload	425		

3rd SEMESTER	Fashion Illustration III	40	Specific	Perception and construction of human bodies in digital graphic representations, related to classical canons.
	Observational Drawing III	40	Basic	Development of drawing and observational sketches, as well as the practice of creative redesign, in a process that generates reasoning and visual languages, directed towards representation and invention in fashion, as graphic instrumentation in an interdisciplinary way with creative projects.
	Stylism I	80	Specific	Study of the creative development of clothing and accessories, subsidized by fashion research, cultural references, contemporary fashion concepts and world trends. Elaboration of fashion products from research and creation processes.

	Fashion History I	40	Basic	Study of the historical basis and global vision of changes in clothing, from Prehistory to the Renaissance (15th century).
	Sewing Laboratory II	40	Theoretical-Practice	Qualification in the necessary techniques for the construction of garments and textile products. Improvement in the use of specific techniques and equipment for fabrics and knits, in accordance with technical procedures, environmental and safety standards.
	Instrumental Language II	40	Basic	Elaboration of fashion accessory projects from graphic representations and the use of technical drawing. Construction and development of technical views and perspective presentations of product designs, using orthogonal projection. Study and application of digital tools such as Rhinoceros software to improve and update product design practices, introducing 3D printing.
	Modeling I	80	Theoretical-Practice	Study of the fundamentals of flat (two-dimensional) modeling with the construction of body bases, sleeves, skirts, and pants. Interpretation and adaptation of models. Establishment of relationships between plane and three-dimensional modeling methods.
	Color Theory I	40	Basic	Study of color based on systematized knowledge by theoretical artists from the Bauhaus and other artistic movements. Analysis and practice of knowledge of color perception and graphic techniques applied to the permeation process. Investigative development of complex colors, starting from the Goethe triangle and the chromatic circle. Study and practice of optical illusion concepts; partitive colors; Bezold effect; and approximation of light, through the practice of rapport in decoupage and pochoir on fabric. Development of color charts, illustrations with harmonies and their comparisons.
	Semester total workload	400		

4th SEMESTER	Fashion Illustration IV	40	Specific	Development of technical knowledge through fashion illustration in a digital environment. Analysis of the relationship between the perception of the real body and its graphic editions for application in fashion creation and representations.
	Elective course*	40	Elective	
	Stylism II	80	Specific	Understanding the processes involved in the development of fashion collections, starting from research to the realization of the finished product. Discussion about the components of the product, its quality, as well as the importance of the creative identity for the success of the collection.

	Fashion Marketing Strategy	40	Basic	Strategy elements for organizations in the fashion area, as well as market analysis, from feasibility studies to research and business plans. Marketing planning. Introduction to entrepreneurship, creative economy and sustainability.
	Fundamentals of Computer Graphics II	40	Basic	Deepening the learning of computer graphics concepts and practice applied to fashion design projects. Introduction of new digital tools for two-dimensional (graphic projects) and three-dimensional (prototypes) projects in accordance with the development of projects for TGI (Bachelor's Interdisciplinary Project). Basis for the relevance of graphic design in the work of creating and developing products in an interdisciplinary way with Stylist II.
	Art History II	40	Basic	Study of the historical basis and global vision of the transformation of clothing, from the Renaissance (15th century) to the French Revolution.
	Jewelry I	40	Theoretical-Practice	Introduction to basic theoretical knowledge of jewelry techniques. Notions of design in product and collection jewelry, with the use of designs and projects in jewelry. Elaboration and manufacture of pieces of jewelry on a bench in the specific studio of the discipline.
	Modeling II	40	Theoretical-Practice	Introduction to the Audaces Moldes digital system. Elaborate adaptations of models based on the basic block (bases with an elongated body, sleeves, skirts, and pants). Application of modeling methods as a creative resource.
	Color Theory II	40	Basic	Investigation into the language of color. Experiments and processing of color sensations. Introduction to color psychology. Analysis of synesthesia experienced in cinema sessions, theater, shows, exhibitions and studies of works by artists for the development of original color charts. Expression of color and its language applied to fashion design and the market. Application of specific processes in screen printing and understanding of four color, CMYK, graphic production and textile industry, as well as digital color management and color system values and their recipes.
	Complementary Activities	25	ATC	
	Semester total workload	425		

5th SEMESTER	Accessories I	40	Basic	Introduction to basic fashion accessory production processes, with an emphasis on shoe and bag design. Analysis and definition of materials, models, components, and craftsmanship and industrial production systems, aimed at a specific target audience and a previously defined market segment.
	Illustration and Graphical Representations I	40	Specific	Development of product, fashion, and surface design drawings. Dismantling of key parts for recognition of technical construction. Preparation of study and mapping of finishes, as well as descriptive memorial (materials, techniques, and measures) and historical survey of the pieces.
	Prints	40	Specific	Reflection on the role of print design in fashion, as well as its meanings and concepts throughout history. Research, creation, and development of print collections through rapport studies and file finalization for production. Knowledge of print production processes. Analysis of the contemporary print market. Recognition and appreciation of differences and diversities in the history and consumption of the population of Afro-Brazilian and Indigenous culture.
	Fashion Photography and Image I	40	Theoretical-Practice	Study of basic photography techniques. Research and analysis of photographic and fashion image. Development of the photographic look as the main basis for the development of photographic projects. Analog and digital photography processing. Foundation of studio practices, technical learning of equipment, and photographic location exercises. Analysis of the history of fashion photography.
	Fashion History III	40	Basic	Study of the historical basis of contemporary fashion and the evolution of clothing from the 19th century to World War II (late 1930s).
	Product Visual Identity I	40	Specific	Identification of techniques and procedures based on ethnography and design concepts, seeking efficiency in transmitting visual messages.
	Introduction to Clothing	40	Specific	Study of the various aspects of the clothing industry. Characterization of craftsmanship and industrial processes. Details of the stages of production, from idea to product. Interface between the subjects studied and characterization of their place in the processes. Reflection on the role of the designer in the manufacturing process. Introduction to equipment, machinery, and technological aspects. Notions about organization and management. Understanding the strategic efforts for environmental management and sustainable development.
	Modeling III	40	Theoretical-Practice	Application of the fundamentals of three-dimensional modeling (moulage), interpretation and development of models directly on the mannequin. Analysis of proportion and volumetry. Application of moulage techniques as a creative resource. Interactions between plane and three-dimensional modeling methods.

	Collection Planning and Development	80	Theoretical-Practice	Study of the creative and productive cycle of the fashion industry, involving research, development, and approval of products in a collection, relating it to the consumer public. Analysis of established brands in the current market and product composition. Collection creation and development.
	Semester total workload	400		

6th SEMESTER	Fashion Communication and Journalism	40	Specific	Study and practice of general journalism and journalism specialized in fashion. Understanding of the social field of fashion and its coverage by the professional media. Relationship between the fashion system and new communication technologies. Criticism and production in the field of press and cultural journalism. Exercises in social communication.
	Illustration and Graphic Representations II	40	Basic	Development of technical illustration in fashion and construction of layouts aimed at the fashion market in a digital environment. Graphic study of surface design as a starting point for creating fashion projects.
	Textile Illustration	40	Specific	Foundation and practice of the concepts learned in the Print discipline through the experimentation of fabric printing processes, with the application of handmade and industrial techniques. Carrying out projects on different textile surfaces using rotary or localized techniques. Development of studio print collections, with developments in new areas of fashion, seeking a dialogue between fashion, art, and graphic design.
	Ethics	40	Basic	Approximation of discussions on Ethics in the field of modern western philosophy. Establishment of relationships between ethical-philosophical discussions and ethics aimed at concrete action, based on debates about impasses in contemporary society. Reflection on ethics in the practice of fashion professionals. Introduction to the concepts of citizenship and elements of the discussion on political institutions in Brazil. Valuing diversity, ethnic and gender differences in society and institutional levels.
	Fashion Photography and Image II	40	Specific	Improvement of technique in photography as well as research into photographic image and fashion. Deepening the development of the photographic look as the main basis. Introduction to styling. Analysis of Video fashion, new media, and social media. Expansion of studio practices, the use of specific equipment and photographic location exercises. Continuation of the analysis of the history of fashion photography, analyzing trends and movements in fashion and behavior.
	Product Visual Identity II	40	Specific	The discipline includes the study, data collection and analysis for the construction of a visual identity for enterprises in the fashion segment.

	Contemporary languages	40	Basic	Characterization of contemporary artistic and cultural manifestations, which tension the relationships between body, clothing, and <i>mise en cene</i> . Investigation of languages adjacent to fashion that inform and transform it. Investigation of contemporary processes of creation in art and fashion, and current approaches to fashion in installations, videos, performances, and visual poetics.
	Modeling IV	80	Theoretical - Practice	Application of the fundamentals of three-dimensional modeling (moulage), interpretation and development of models directly on the mannequin. Analysis of proportion and volumetry. Application of moulage techniques as a creative resource. Deepening the interactions between plane and three-dimensional modeling methods.
	Product Planning and Development	40	Specific	Study and creation of the fashion product, understanding the productive development and establishing its relationship with the industrial and commercial system. Reflections on the construction of the product, its identity and composition, related to the body that wears it.
	Complementary Activities	25	ATC	
	Semester total workload	425		

7th SEMESTER	Accessories II or Jewelry II (elective)	40	Theoretical- Practice	<p>Deepening the knowledge acquired in the Accessories I discipline. Investigation and improvement of research processes, product development and its manufacture, emphasizing authorial work. Development of creative and technical processes that support TGI (Bachelor's Interdisciplinary Project), in the accessories area.</p> <p>Deepening of theoretical and technical knowledge of jewelry. Development of design projects in jewelry and production of jewelry collection with the support of drawings and projects. Bench practice in a specific studio for the discipline, for making jewelry pieces.</p>
	Stylism III	80	Specific	Guidance on the continuous observation of the current panorama of Brazilian and international fashion, within the scope of creation, providing the study of collections, to decode the various processes used in their elaboration. Establishment of relationships about interdisciplinarity in research development, favoring creative production and the intellectual repertoire resulting from training. Reflection on the understanding of the collection project as a communication vehicle for the realization of ideas.

	Illustration I	40	Theoretical-Practice	Study of Illustration as an essential tool for the creation, representation and elaboration of forms and concepts applied to the development of products for TGI (Bachelor's Interdisciplinary Project).
	Tridimensional Modeling Laboratory I	40	Theoretical-Practice	Construction of clothing prototypes based on the analysis of the student's known elements: body, design, material, and technique. Experimenting with craftsmanship and industrial procedures for the elaboration of original and innovative pieces that will make up TGI's fashion collection (Bachelor's Interdisciplinary Project). Expression of the student's identity and thematic choice in an interdisciplinary approach with Stylism III, through prototypes made using plane and three-dimensional modeling techniques.
	Surfaces Laboratory	40	Theoretical-Practice	Exercises in fashion creation processes from materials and their surfaces. Research, investigation, and experimentation with colors, materials and surfaces. Creation and transformation of materials. Upcycling, exploitation, and recovery. Student awareness of sustainable fashion in its productive aspects.
	Methodology and Academic Research I	80	Basic	Study of the principles of the elaboration of scientific and academic research projects. Study of the scientific method and the structure of academic work. Relationships and approximations between art and science, and specificity of academic research in fashion.
	Business and Entrepreneurship	40	Basic	Study of the fundamentals of business administration, focusing on fashion business. Introduction to the business world: planning, organizing, and managing people. Develop a focus on entrepreneurship and social and environmental responsibility.
	Styling I	40	Specific	Fundamentals of styling and fashion image production. Proportion analysis. Notions of fashion editing for photos and for fashion shows. Reflection on the relationships of different bodies in the fashion environment: inclusion.
	Semester total workload	400		

8th SEMESTER	Accessories III – TGI Orientation	40	Theoretical-Practice	Development and execution of accessories collection project for TGI (Bachelor's Interdisciplinary Project). Investigation of the personal thematic universe with image research, materials, and techniques according to the chosen segment and area. Analysis of the aesthetic and functional value of the projects, having as fundamental assumption the creativity and innovation of the products.
	Stylism IV – TGI Orietation	80	Specific	Development and execution of a fashion collection project for TGI (Bachelor's Interdisciplinary Project). Establishment of relationships about interdisciplinarity in research development, favoring creative production and the intellectual repertoire

			resulting from training. Reflection on the understanding of the collection project as a communication vehicle for the realization of ideas.
Illustration II – TGI Orientation	40	Theoretical-Practice	Development and execution of a fashion illustration project for TGI (Bachelor's Interdisciplinary Project). Extensive study of the authorial fashion project aiming at the elaboration of drawings and representations of product collections involving techniques, proportion, shape, and line. Graphic production for promotional project presentation, with analysis and definition of personal fashion language.
Jewelry III – TGI Orientation	40	Theoretical-Practice	Development and execution of collection in the jewelry segment as TGI (Bachelor's Interdisciplinary Project). Project development and manufacture of jewelry pieces on the bench in the jewelry studio, to produce a jewelry collection.
Tridimensional Modeling Laboratory II – TGI Orientation	40	Theoretical-Practice	Creation and final execution of on-screen prototypes of clothing in an interdisciplinary fashion with Stylism IV. Confirmations of the techniques chosen in the procedural experiments. Deepening of research in materials, finishing and modeling to result in the construction of pieces with technical and expressive quality. Finalization of prototypes in definitive materials and elaboration of final finishes for TGI (Bachelor's Interdisciplinary Project).
Methodology and Academic Research II	80	Basic	Study of the principles of the elaboration of scientific and academic research projects. Study of the scientific method and the structure of academic work. Relationships and approximations between art and science, and specificity of academic research in fashion.
Interdisciplinary Seminars	40	Theoretical-Practice	Reflection on fashion creation processes. The construction of analytical thinking about fashion practices. Writing as a thought. Reading and analysis of fashion bibliography. Transdisciplinarity between course disciplines and areas of thought. Brazilian identity and African and indigenous cultural influences.
Styling II – TGI orientation	40	Specific	Examination of questions about fashion production and image styling for photographic media and fashion shows. Development of the editing look, construction of looks and fashion production. Establishment of relationships between fashion, decoration, adornment. Brazilian identities and the cultural strength of the original peoples and of African matrix.
Supervised Internship	160	Internship	
Complementary Activities	25	ATC	
Semester total workload	585		

Program subtotal workload		3460 H/A		
Electives	Libras – Brazilian Sign Language (40h)		Elective	Study of Brazilian Sign Language as an effective language for deaf people's communication. Historical and cultural context, analyzed through the anthropological perspective of the deaf person's identity.
	Academic Research in Fashion (40h)		Elective	Development of theoretical studies: academic research in fashion and its specific themes. Exercises in research, writing and construction of a repertoire and theoretical reflection on fashion, culminating in the individual writing of an academic article on a topic of interest to the student.
	Ciberculture (40h)		Elective	Discussion of the characteristics and challenges of the culture that emerged and mediated by the intensive use of network technology. Reflection on the role of technology for man, from the first civilizations to the present day. Discussions from two poles: the anthropological/sociological, and the aesthetic and artistic one.
Program total workload		3460 H/A		

Lab of Fashion Product Studies

The creation of a fashion product comprises creative development with market involvement, based on specific techniques and industrial strategies, reflecting the identity of the brand and creator. It is necessary to study materials, design shapes through flat modeling and moulage, define finishes, understand who the consumer public is, and after approval, price it.

Development consists of creating innovative possibilities with usability and ergonomics, visualizing market relevance and contemporaneity. The process is practical and interacts directly with the wearer's body.

This group of studies consists of promoting creative development practices for product construction, market research, modeling development, development of sustainable actions in the industrial process, elaboration of color and texture harmonies, design of prints, qualification of finishing and features, and price and quality validation.

It is composed by 3 lines of study:

- sustainability in industrial processes
- re-design
- innovation in surfaces and colors