

Fashion Design, Marketing, and Merchandising

Interior Design and Architecture

Jewelry Design

COURSES ARE TAUGHT IN ENGLISH.

Please note that not all courses are available in each location or as part of each program. Consult the LdM Academic Catalogue for course descriptions and prerequisites.

Fashion Design, Marketing, and Merchandising Courses

at LdM include:

Fashion Design Courses

- Fashion Design
- Introduction to the Fashion Industry
- Principles of Apparel Design
- Fashion Illustration I
- Fashion Figure Drawing
- Design Sewing Techniques
- Patternmaking I
- Textile Science
- Fashion Design Computer Principles
- Fabric Styling
- Fashion Illustration II
- Draping I
- Knitwear
- Patternmaking II
- Couture Techniques
- Fashion Design Computer Principles II
- Design Workshop
- Working Group Project in Fashion Design
- Portfolio in Fashion Design
- Accessories Design
- Fashion Employment Seminar
- Fashion Design Internship
- Anthropology of Fashion and Desirability: Beyond the Catwalk
- History of Costume
- History of Italian Fashion

Fashion Marketing and Merchandising Courses

- Fashion Design Foundations
- Fashion Marketing Computer Principles
- Retailing Management
- Fashion Consumer Behavior
- Fashion Buying Concepts
- Trend Forecasting
- Visual Merchandising
- Merchandise Planning and Control
- Product Development
- Apparel Quality Assurance
- Fashion Entrepreneurship



Interior Design and Architecture Courses

at LdM include:

- Interior Design
- Technical Drawing
- Perspective Drawing and Rendering
- CAD for Interior Design I
- CAD for Interior Design II
- Foundations of Architectural Design
- Computer Rendering for Interior Design
- Design Theory
- Design for Living Spaces
- Design Materials
- Principles of Product Design
- Product Design
- Retail Design
- Trend Forecasting
- Lighting Design
- Sustainable Design
- Furniture Design Exhibit Design
- Web Portfolio Presentation
- Computer 3D Animation
- Concepts and Strategies for Design
- Working Group Project in Interior Design
- Interior Design Internship
- Masters of Modern Italian Design
- 20th Century Design and Architecture
- Contemporary Architecture
- Architecture in its Environment
- Sustainable Architecture
- Architecture and Fashion
- Architecture in its Environment
- Public Space Design

Jewelry Design Courses

at LdM include:

- History of Jewels and their Symbolism
- Jewelry Making I
- Jewelry Design I: Drawing and Rendering Techniques
- Wax Carving and Casting Techniques
- The Professional Jewelry Designer
- Jewelry Making II
- Jewelry Design II
- Relief Works in Metal
- Alternative Materials in Contemporary Jewelry
- Collection Design for Jewelry
- Jewelry Lab and Technology I
- Gemology
- Silversmithing and Flatware
- Stone Setting
- Trend Forecasting
- Jewelry Lab and Technology II
- Portfolio Development in Jewelry
- Working Group Project in Jewelry Design
- Advanced Workshop in Jewelry
- Major Project in Jewelry Design



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 **LdM**
Lorenzo de' Medici

Fashion Design, Marketing, and Merchandising Interior Design and Architecture Jewelry Design

FASHION DESIGN, MARKETING, AND MERCHANDISING

Florence is the birthplace of Italian fashion and still home and testing ground for countless iconic designers. The LdM Fashion Design program instructors are involved with this industry and regularly bring classes to professional design houses including prominent couture names like Roberto Cavalli and Ferragamo. Students not only learn how to design and construct garments, but also how to collaborate with photographers on successful photo shoots, find models, and organize publicity for a final runway show every semester.

At LdM, students' starting point is the knowledge of techniques for designing models on paper, elaborating designs via computer, and analyzing fabrics. Our institute is completely equipped with mannequins, sewing machines, computer programs, visual references and all the tools needed to learn the techniques necessary to construct students' designs. The LdM Fashion Marketing and Merchandising program also integrates the dynamic Italian fashion scene into learning. Besides taking a wide range of Business courses from International Marketing to Event Planning, students may build real-world skills unique to fashion: buying and retail strategies, the flow of product development, quality assurance, and even the development of a prototype company. Whether Design or Business is your choice - the final result is a multidisciplinary education designed to help you face the specific challenges of the fashion industry.



INTERIOR DESIGN AND ARCHITECTURE



Known as the cradle of the Renaissance, Florence is a place where past meets present and points toward the future in the realm of Interior Design and Architecture. The historical wealth provided by museums, monuments and churches, as well as contemporary design work done in a galaxy of studios and revealed at professional trade fairs in Milan ("Salone del Mobile") and Bologna ("Cersaie"), create the ideal atmosphere for LdM students to experience all aspects of Interior Design and Architecture. With a dedicated computer lab to create and make the models students develop in class, a modeling lab for the construction of designs

and objects, and a continuously updated library of books and magazines, LdM has everything needed to transform ideas into realized projects. Students get an inside perspective of the real world from lecturers and professors active in their fields, while field trips to furniture factories, designer offices and artists' studios give a more hands-on experience. In addition, students present their products to the professional sector whereby they receive valuable feedback from the manufacturers and industry as a whole. The Architecture department complements the strong emphasis on interiors. Architecture courses enable students to acquire technical draftsmanship skills, explore historical and contemporary works of architecture (medieval to cutting-edge building), and find ways to shape the space we live in, according to sustainability and evolving urban models.

JEWELRY DESIGN

Jewelry designers find in Florence an ideal setting. Inspiration permeates the city in the form of many important jewelry museums and exhibitions, including the Museo degli Argenti in Palazzo Pitti, Museo Ferragamo, Museo Torricelli, the "Oro Arezzo" fair, and "Vicenza Oro." Study the rich history of jewelry design alongside basic jewelry techniques such as sawing, filing, soldering, bending, forging, and polishing. Beginning students are given the opportunity to develop their own style as they use metal and alternative materials to create distinct pieces of jewelry. Advanced courses develop construction techniques and metal finishing techniques such as inlay, boxes, multi-link chains, hinges, gimbals and closing systems, reticulation and keum-boo. LdM offers the exceptional chance to learn how to chisel, creating works in relief, typical of Florentine craftsmanship. Students are supported in mastering hand drawing and coloring as well as the latest computer programs to develop rendering and three-dimensional projects. LdM offers a unique and comprehensive curriculum leading to the creation of a finished, professional jewelry collection and provides students with special opportunities to display their work.

