

Course Title	AESTHETICS & INNOVATION				
Course Code	MBAF 100				
Course Type	COMPULSORY FOR THE CONCENTRATION (ELECTIVE)				
Level	MASTER				
Year / Semester	YEAR 2/SEMESTER 5 OR 6				
Teacher's Name	IOANNIS MICHALOUDIS				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<p>Aesthetic pleasure touches profound human instincts and is essential for creativity and growth. In a perfect blend of theory and practice, the purpose of this course is to give you the opportunity to flex both your business and creative muscles.</p> <p>Through experiential study cases we will examine the components of efficient innovations applying attractive aesthetics. Metaphor, myth, allegory, and symbol will be our tools to change your perspective of seeing the world other-wise and thus creating paradigm shifts to anything you design.</p>				
Learning Outcomes	<p>Upon course completion, students are expected to be able to:</p> <ul style="list-style-type: none">• obtain understanding of aesthetics principles on color, forms and materials• acquire critical and analytical knowledge of the role of form, fit and function in design• develop skills in identifying the various parameters of innovative thinking and originality skills• identify and analyze the elastic boundaries of innovation• discuss the outcomes of original research• prepare attractive and convincing project presentations				
Prerequisites	NONE		Required		
Course Content	<ul style="list-style-type: none">• Art in Fashion and Fashion in Art• Understanding (and feeling) Innovation in a growth mindset• Design thinking everywhere• Customer-focused research and innovation				

	• Transform blue skies research into business				
Teaching Methodology	Lectures; study cases analysis; discussion ; hands on theory on aesthetics discussion in groups of real estate companies exhibiting socially responsible behave, experimental brainstorming ; meetings with students to receive feedback and resolve questions; quizzes and group presentations and feedback in class; web search and video watching; group project and guest speakers/innovators from around the world.				
Bibliography	Books: Caves, R. E. (2000). <i>Creative industries: Contracts between art and commerce</i> . Boston, MA: Harvard University Press. Craft, A., Jeffrey, B., & Leibling, M. (Eds). (2001). <i>Creativity in education</i> . London/New York, UK/NY: Continuum. Mackrell A., (2008) <i>Art and fashion: the impact of art on fashion and fashion on art</i> , London, Batsford. Csikszentmihalyi, M. (1996). <i>Creativity: Flow and the psychology of discovery and invention</i> . New York, NY: Harper Collins.				
Assessment	Class participation 10% Quizzes and group assignments (in class) 10% Group Project 25% Project Presentation 5% Final Personal Project 40%				
Course Title	UPCYCLING AND RECYCLING CREATIONS				
Course Code	MBAF 400				
Course Type	COMPULSORY FOR THE CONCENTRATION (ELECTIVE)				
Level	MASTER				
Year / Semester	YEAR 2/SEMESTER 5 or 6				
Teacher’s Name	TANYA DOVE				
ECTS	6	Lectures / week	30hr	Laboratories / week	
Course Purpose and Objectives	The volume of clothing Americans throw away each year has doubled in the last 20 years. In 2018, 17 million tons of textile waste ended up in landfills, and by 2030, we are expected as a whole to be discarding more than 134 million tonnes of textiles a year. When purchasing new clothes, the main challenges for consumers are the sizing of the clothes and clothes not being made to their figure shapes. Sizing can be improved, but to do so would need to recognise population variability and requires more sizes or a fundamental change in how products are produced. Sizing for all clothing should be based				

	<p>directly on the individual's body measurements it is made to fit. The fashion industry is looking for solutions to garment returns and sustainable practices to enhance its business models. Creating new models of sizing for hybrid niche markets is the future, one size does not fit all.</p> <p>To solve current issues of garment returns, and clothing ending up in landfills, sustainable methods can be deployed, upcycling, recycling, renting clothes and clothes swaps. With the trade disruptions caused by the Covid19 Pandemic brings new opportunities to create sustainable models with a low carbon footprint, made locally, sold local. New business enterprises can capitalise on the tourism industry by producing homemade produce, unique to the country. This course will explore sustainable approaches in De-Coding Sizing to create a transformation of products with a focus on fit, form and function. Two Lives Project will focus on upcycling; specifically aimed at producing locally for the tourism sector of the economy.</p>		
Learning Outcomes	<p>Upon course completion, students are expected to be able to:</p> <ul style="list-style-type: none"> • Develop and implement the skills and techniques to create a hybrid sizing model for a specific body shape and size. • Gain an understanding of fit, form and function of clothing • Recognize inspiration from various sources for developing original fashion concepts and ideas. • Adopt a holistic approach toward the concepts and functions of design process and development. • Develop and implement the skills and techniques of visualizing and presenting fashion concepts for fashion garments in both 2-dimensional and 3-dimensional formats effectively. 		
Prerequisites	NONE	Required	
Course Content	<ul style="list-style-type: none"> • De-Coding Sizing; creating a hybrid sizing model with a fit, form and function focus • Prototype creation using recycled materials • Two Lives Creative project; utilizing upcycled materials to create products for the Tourism sector, with home grown features and commercial viability 		
Teaching Methodology	<ul style="list-style-type: none"> • Lectures, presentations and video recordings; • Case analysis and group discussions; • Demonstrations and activities in creative explorations • Workshops to develop prototypes and explore creativity • Meetings with students to receive feedback and resolve questions; • Quizzes and group assignments in class; • Group project presentations, discussions and feedback 		
Bibliography	<p>Books:</p> <ul style="list-style-type: none"> • Henninger, C.E., Alevizou, P.J., (2017). Sustainability in Fashion: A Cradle to Upcycle Approach. Palgrave Macmillan, London, UK. • Fletcher, K., Tham, M. (2015). Routledge Handbook of Sustainability and Fashion. Routledge, Oxfordshire, UK. • Gardetti, M.A., Torres, A.L., (2017). Sustainability in Fashion and Textiles: Values, Design, Production and Consumption. Taylor and Francis, UK. 		

	<ul style="list-style-type: none"> • Pandit, P., Ahmed, S., Singha, K., Shrivastava, S, (2020). Recycling from Waste in Fashion and Textiles: A Sustainable and Circular Economic Approach. John Wiley & Sons, UK. • Rodriguez, JC. (2021). Unsettled Disruption: Step-by-Step Guide for Harnessing the Evolving Path of Purpose-Driven Innovation. Koehler Books, USA. • Dove, T. (2013), <i>Fashion Design: A Technical Foundation, Women's Wear Pattern Cutting</i>. Austin Macauley, London. • Association of Suppliers to the British Clothing industry, ASBCI, (2015), 'Apparel Size and Fit – A definitive Guide' asbci.co.uk/publication/handbooks/apparel-size-and-fit-a-definitive-guide • Ashdown, S.P. (2007), <i>Sizing in Clothing. Developing effective sizing systems for ready to wear clothing</i>, Cambridge, Woodhead Publishing. 										
Assessment	<table> <tr> <td>Class participation</td><td>10%</td></tr> <tr> <td>Quizzes in class</td><td>10%</td></tr> <tr> <td>De-Coding Sizing Individual Project</td><td>30%</td></tr> <tr> <td>Two Lives Group Project</td><td>40%</td></tr> <tr> <td>Project Presentation</td><td>10%</td></tr> </table>	Class participation	10%	Quizzes in class	10%	De-Coding Sizing Individual Project	30%	Two Lives Group Project	40%	Project Presentation	10%
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Language	ENGLISH										