

# **SHOES DESIGN**

## **June 30<sup>th</sup> – July 25<sup>th</sup> (4 weeks)**

<b>TIME</b>	<b>LESSON</b>
<b>MONDAY June 30th</b>	
<b>9 - 10</b>	<b>Welcome NABA Staff</b>
<b>10.00- 13.00</b>	<b>Introduction to shoes design project.</b>
<b>14.00 – 16.00</b>	<b>Overview to italian shoes brands story</b>
<b>TUESDAY July 1st</b>	
<b>10.00- 13.00</b>	<b>Introduction to a technical shoes project development.</b>
<b>14.00 – 16.00</b>	<b>Introduction to a technical shoes project development.</b>
<b>WEDNESDAY July 2nd</b>	
<b>10.00- 13.00</b>	<b>Creative trends and marketing trends for a shoes collection.</b>
<b>14.00 – 16.00</b>	<b>Visit shoes multibrands show-room in Milan.</b>
<b>THURSDAY July 3rd</b>	
<b>10.00- 13.00</b>	<b>Project shoes developement.</b>
<b>14.00 – 16.00</b>	<b>Project shoes developement.</b>

<b>TIME</b>	<b>LESSON</b>
<b>MONDAY July 7th</b>	
<b>10.00- 13.00</b>	<b>Project shoes developement. Sketch drawings</b>
<b>14.00 – 16.00</b>	<b>Visit shoes shops in Milan.</b>
<b>TUESDAY July 8th</b>	
<b>10.00- 13.00</b>	<b>Introduction to a shoes materials, shoes little accessories and details.</b>
<b>14.00 – 16.00</b>	<b>Visit the Linea Pelle shoes materials fair show-room in Milan. Selection of the material for the final prototipe.</b>
<b>WEDNESDAY July 9th</b>	
<b>10.00- 13.00</b>	<b>Project shoes developement. Sketch drawings</b>
<b>14.00 – 16.00</b>	<b>Project shoes developement. Sketch drawings and selection of a final shape.</b>
<b>THURSDAY July 10th</b>	
<b>10.00- 13.00</b>	<b>Pattern shoes making on laboratory with a technical shoes maker.</b>
<b>14.00 – 16.00</b>	<b>Pattern shoes making on laboratory with a technical shoes maker.</b>
<b>FRIDAY July 11th</b>	
<b>10.00- 13.00</b>	<b>Pattern shoes making on laboratory with a technical shoes maker.</b>
<b>14.00 – 16.00</b>	<b>Pattern shoes making on laboratory with a technical shoes maker.</b>

<b>TIME</b>	<b>LESSON</b>
<b>TUESDAY July 15th</b>	
<b>10 - 13</b>	<b>Visit to a shoes museum in Vigevano.</b>
<b>14 - 16</b>	<b>Visit to a shoes museum in Vigevano.</b>
<b>WEDNESDAY July 16th</b>	
<b>10 - 13</b>	<b>Project graphic developement. Graphic and lay out illustration.</b>
<b>14 - 16</b>	<b>Project graphic developement. Graphic and lay out illustration.</b>
<b>THURSDAY July 17th</b>	
<b>10 - 13</b>	<b>Developement of final shoes prototipe to a shoes laboratory</b>
<b>14 - 16</b>	<b>Developement of final shoes prototipe to a shoes laboratory</b>
<b>FRIDAY July 18th</b>	
<b>10 - 13</b>	<b>Comunication strategy for a shoes brand. Comunication project for the student collection .</b>
<b>14 - 16</b>	<b>Marketing for a shoes brand. Lecture by a shoes buyer. Marketing project for the student collection</b>

<b>TIME</b>	<b>LESSON</b>
<b>MONDAY July 21st</b>	
<b>10 - 13</b>	<b>Comunication and marketing project for a student shoes collection.</b>
<b>14 - 16</b>	<b>Comunication and marketing project for a student shoes collection.</b>
<b>TUESDAY July 22nd</b>	
<b>10 - 13</b>	<b>Visit to a shoes museum and shoes company to Riviera del Brenta shoes district.</b>
<b>14 - 16</b>	<b>Visit to a shoes museum and shoes company to Riviera del Brenta shoes district.</b>
<b>WEDNESDAY July 23rd</b>	
<b>10 - 13</b>	<b>Styling shooting of a shoes prototype.</b>
<b>14 - 16</b>	<b>Styling shooting of a shoes prototype. Final total look. Shooting shoes exercises.</b>
<b>TUESDAY July 24th</b>	
<b>10 - 13</b>	<b>Styling shooting of a shoes prototype. Final total look. Shooting shoes exercises.</b>
<b>14 - 16</b>	<b>Styling shooting of a shoes prototype. Final total look. Shooting shoes exercises.</b>
<b>FRIDAY July 25th</b>	
<b>10 - 13</b>	<b>Organization of the final presentation.</b>
<b>14 - 16</b>	<b>Final presentation to a jury.</b>