

SHOE DESIGN EXPERT

To wear dreams on one's feet is to begin to give a reality to one's dreams.

Roger Vivier



THE COURSE

#INTRO

TARGET AUDIENCE AND OBJECTIVES

Profiles of various types, all complementary, students: Fine Arts, product design, industrial design, graphic design, fashion design, architecture, delineation, interior design, professionals related to the footwear sector, who want acquire knowledge, reorient or professionalize in the area of Footwear Design, in the cradle of the manufacture of Spanish Footwear, in Elda.

OBJETIVES

The objective of the training program is to get designers and creatives from different areas (fashion, product design) to acquire the necessary knowledge to join the shoemaker world of work.

METHODOLOGY

All the training programs offered by the Footwear Museum are carried out by active professionals within their disciplines and demonstrated experience in the professional field and teaching. The classes are 100% practical. It is intended that the student acquire the skills and abilities necessary to perform specific jobs in the area studied in this course, with the times and means required for its execution in the industry.

CONTENTS

The contents of this training program are oriented towards specialized training in the design, adjustment and pattern of footwear as well as in Communication, Marketing and Financial tools through theoretical contents and practical workshops that are maximized.



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MODULE HISTORY OF FASHION AND TRENDS (10 hours).

Guidelines and keys to the analysis of trends in Fashion.

- Know how the meaning of fashion has changed from the Renaissance to the present.
- Know the history of footwear from the Renaissance to the present day.
- To relate Fashion to the cultural, artistic and social context of each era.
- Providing knowledge to analyze and interpret the work, and the influence of the most relevant fashion designers of the s. XX, and be able to identify historicist tendencies at present.
- Know which are the agents that influence designers and fashion brands.
- Identify the main influencers or fashion prescribers.
- Know how to anticipate changes in society and our environment to predict future trends.
- What are the trends?
- Agents that generate trends.
- WHAT? Influential agents in fashion.
- WHO? Prescribers / Influencers.
- Trend analysis methodologies.
- Coolhunting.

MODULE: FOOTWEAR DESIGN (50 HOURS).

Theoretical and practical classes, where the basic principles of Footwear Design are treated, from which a Footwear collection is constructed.

- Freehand drawings of a shoe.
- Components of a shoe, etc
- Constructions (lasts, floors, details).
- Materials selection.
- Technical sheets and color combinations.
- Research (networks, websites, inspiring brands, blogs, gateways)
- General analysis trends.
- Moodboard.
- General analysis trends. • Collection structure. • Collection presentation



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PATRONAGE MODULE (20 hours)

Measures of the margins to be applied to the different pieces that make up a shoe taken from the template of the base of the last and its corresponding check in the flattening phase.

- Living room model with its orientation measures and lining system.
- Blucher model with its orientation measures and lining system.
- Sneaker model with its orientation measures and lining system.
- Boot model with its orientation measures and lining system.
- Moccasin sewn by hand.

MANUFACTURING AND QUALITY MODULE (10 hours)

All types of manufacturing, construction and assembly of a shoe are reviewed.

- Manufacturing processes of a shoe.
- Types of lasts.
- Soles, types and qualities.
- Cut and lining / Qualities and aparado.
- Skins, fabrics, chemicals, Tanning, and Environment.

NEXT PAG. CONTINUED PART 2 #DIGITAL



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MODULE MARKETING AND COMMUNICATION IN FASHION (10 hours) FASHION COMMUNICATION

- How to communicate in fashion? The communication plan
- Strategies and tools for online and offline communication.
- Presentation of products and campaigns.
- Evaluation and measurement of campaigns.

INFLUENCERS, PUBLIC RELATIONS AND SPECIALIZED PRESS

- The figure of the influencer vs prescriptor.
- Importance of the press in the world of fashion.
- Public relations as a communication tool.

MKT IN FASHION AND LUXURY COMPANIES

- Strategies and tools of Mkt online and offline.
- The luxury sector.
- The aspirational value in the world of fashion.

ECOMMERCE MODULE (10 hours)

Study of the new trends in Distribution, Ecommerce development within the company:

- Digital business models / Market research & design thinking.
- Digital Mkt (Co-branding, online consumer, operational mkt strategies, inbound mkt).
- Day by day in a shoe E-commerce (Campaign planning, practical case in Pull and Bear, KPIS analysis, test, web image, and audits).
- E-Commerce strategy (mobile loyalty, conversion rate, good practices).
- Management (basic concepts of digital economy, internationalization, Big Data).
- Social networks, Pull and Bear case.
- Analysis of competitors (digital Dafo, Benchmarking, tips).
- Digital Forum.
- Good online practices.
- Case of websites that are trending for their good actions in the digital field.
- Management platforms for an online store.
- Presentation of magento as a type tool.
- Utilities.



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- Web Analytics.
- Google Analytics, (introduction, functionalities and development of basic reports for day to day).
- Similar web (tool to audit your own website).

MODULE STRATEGY IN SOCIAL MEDIA (5 hours).

- Understand the importance of being present on the Net.
- Develop the uses of Social Networks to transmit a positive business image: Digital Reputation.
- Investigate in Social Networks.
- Work on the creation of the figure of the Community Manager: Existing functions and profiles.
- Make a map of the company's 2.0 strategy as a social ecosystem.
- Use Social Networks to sell your Product / Service and get contacts.

MODULES OF DIGITAL DESIGN TECHNIQUES

• ADOBE ILLUSTRATOR MODULE (15 hours)

Selection, Drawing, Reform, Color, Symbols, Graphics and Navigation.

• ADOBE PHOTOSHOP MODULE (15 hours)

Image, Color Modes and Formats. Retouching, Import / Export Images, Include texts or Effects of Images.

NEXT PAG. CONTINUED PART 3 #FINANCES

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THE COURSE

#FINANCES

MODULE PLAN FINANCIAL ECONOMIC VIABILITY (5 hours)

- Feasibility study of our project.
- Financial Plan project.
- Identification of necessary resources.
- Identification of potential risks, and quantification.
- Own Financing Plan, and External Financing. Financial appeceament.
- Legal action figure: company creation, autonomous regime.

Annual mercantile and tax obligations.

Calculation scan costs manufacturing collection.

Preparation and control of collection budgets.

Economic management of collection budgets.



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