

# SHOE DESIGN EXPERT

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ALLSAINTS

# TARGET AUDIENCE OF THE COURSE

Profiles of various types, all of them complementary, students: Fine Arts, product design, industrial design, graphic design, fashion design, architecture, design, interior design, professionals related to the footwear sector, or not, who want to acquire knowledge or reorient and professionalize in the area of Footwear Design.



# OBJECTIVES OF THE COURSE

The objective of the training program is to ensure that designers, creatives and professionals from different areas (fashion, product design, etc.) acquire the necessary knowledge to enter the world of work in the shoe industry.

# METHODOLOGY

All training programs taught by FLIP FLOP COLLEGE in collaboration with El Museo del Calzado, are conducted by professionals active in their disciplines and with proven experience in the professional and teaching field.

The classes are 100% practical. It is intended that the student acquires the skills and abilities necessary to perform specific work in the area studied in this course, with the time and means required for its implementation in the industry.



# CONTENT

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



# UNITS



## UNIT HISTORY OF FASHION AND TRENDS (10 hours)

Guidelines and keys to trend analysis in fashion.

- ▶ To know how the meaning of fashion has changed from the Renaissance to the present day.
- ▶ 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.
- ▶ To provide knowledge to analyze and interpret the work and influence of the most relevant fashion designers of the twentieth century, and to be able to identify historicist trends today.
- ▶ To know which are the agents that influence fashion designers and brands.
- ▶ Identify the main fashion influencers or prescribers.
- ▶ Know how to anticipate changes in society and our environment to predict future trends.
- ▶ What are trends?
- ▶ Agents that generate trends.
- ▶ WHAT? Influential agents in fashion.
- ▶ WHO? Prescribers / Influencers.
- ▶ Trend analysis methodologies.
- ▶ Coolhunting.

## UNIT: FOOTWEAR DESIGN (50 HOURS).

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

Freehand drawings of a shoe.

- ▶ Components of a shoe, etc.
- ▶ Constructions (lasts, soles, details).
- ▶ Selection of materials.
- ▶ Technical data sheets and color combinations.
- ▶ Research (networks, webs, inspirational brands, blogs, catwalks).
- ▶ General trend analysis.
- ▶ Moodboard.
- ▶ General trend analysis.
- ▶ Collection structure.
- ▶ Collection presentation.

## UNIT: PATTERN MAKING (20 hours)

Measurements 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 verification in the flattening phase.

- ▶ Salon model with its indicative measurements and lining system.
- ▶ Blucher model with its indicative measurements and lining system.
- ▶ Sneaker model with its indicative measures and lining system.
- ▶ Boot model with its indicative measures and lining system.
- ▶ Moccasin sewn by hand.



## UNIT: MANUFACTURING AND QUALITY (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.
- ▶ Cutting and lining/ Qualities and upper.
- ▶ Leather, fabrics, chemicals, tanning, and environment.

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

### **FASHION COMMUNICATION**

- ▶ How to communicate in fashion? The communication plan.
- ▶ Online and offline communication strategies and tools.
- ▶ Presentation of products and campaigns.
- ▶ Evaluation and measurement of campaigns.

### **INFLUENCERS, PUBLIC RELATIONS AND SPECIALIZED PRESS**

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

### **MKT IN FASHION AND LUXURY COMPANIES**

- ▶ Online and offline marketing strategies and tools.
- ▶ The luxury sector.
- ▶ The aspirational value in the fashion world.



## UNIT: ECOMMERCE (10 hours)

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

- ▶ Digital business models/Market research & design thinking.
  - ▶ Digital mkt (Co-branding, online consumer, operational mkt strategies, inbound mkt).
  - ▶ Day to day in a footwear E-commerce (Campaign planning, Pull and Bear case study, KPIS analysis, testing, web image, and audits).
- E-Commerce strategy (mobile loyalty, conversion rate, best practices).  
Management (basic concepts of digital economy, internationalization, Big Data).  
Social networks, Pull and Bear case.  
Competitor analysis (digital Dafo, Benchmarking, tips).
- ▶ Digital Forum.
  - ▶ Online best practices.
  - ▶ Case of webs that are trending for their good actions in the digital field.
  - ▶ Platforms for managing an online store.
  - ▶ Presentation of magento as a typical tool.
  - ▶ Utilities.
  - ▶ Web analytics.
  - ▶ Google Analytics, (introduction, functionalities and development of basic reports for day-to-day use).
  - ▶ Similar web (tool to audit your own web).

## UNIT: SOCIAL MEDIA STRATEGY (5 hours).

- ▶ To understand the importance of being present on the Web.
- ▶ Develop the uses of Social Networks to transmit a positive business image: Digital Reputation.
- ▶ Research on Social Networks.
- ▶ Work on the creation of the figure of the Community Manage: Functions and existing profiles.
- ▶ Make a map of the 2.0 strategy of the company as a social ecosystem.
- ▶ Use Social Networks to sell your Product/Service and get contacts.

## DIGITAL DESIGN TECHNIQUES UNITS

### - ADOBE ILLUSTRATOR UNIT (35 hours)

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

### • ADOBE PHOTOSHOP UNIT (35 hours)

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

## ECONOMIC-FINANCIAL FEASIBILITY PLAN UNIT (5 hours)

Elaboration of Business Plan, Roadmap.

- ▶ Feasibility study of our project.
- ▶ Project Financial Plan.
- ▶ Identification of necessary resources.
- ▶ Identification of potential risks and quantification.
- ▶ Own financing plan, and external financing. Financial leverage.
- ▶ Legal figure of action: company creation, self-employed regime.

Annual mercantile and tax obligations.

Calculation of production and collection costs.

Elaboration and control of collection budgets.

Economic management of collection budgets.





# INFORMATION

For more information, please contact us.



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## Strategic Alliance

For the launch and delivery of this program Flip Flop College has partnered with El Museo del Calzado.