CONVERGENCE AND INTEGRATION BETWEEN DISCIPLINARY KNOWLEDGE AND TRANSVERSAL SKILLS IN THE FASHION AREA: EXPERIMENTING NEW INTERDISCIPLINARY EDUCATIONAL MODULES

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THE FASHION SYSTEM THROUGH THE 4.0 FRAME
the Industry 4.0 plan proposes four lines of development in which new digital technologies will have a profound impact

- IoT & Connected Systems
- Big Data & Data Management
- Man & Machine Interaction
- From Digital to Real Transition
Digital technologies do not play the role of simple accelerators in the process of production automation or data collection, but instead are part of a smart production model.

The fashion system, characterized by a high added value production and a strong international competition, can take the opportunity to reflect and redesign the entire production and cultural system that characterizes the supply chain in the lines of development enabled by new digital technologies.
The revolution triggered by digital technologies, IoT, Big Data and Cloud Computing therefore requires a re-design of the system of services and immaterial functions that characterize the Fashion Industry (branding, marketing, retailing ...) able to penetrate both the “real” and digital dimension of the supply chain.
For a complete application of the new 4.0 digital paradigm there is a need to train new professional figures that can manage and guide the transition...

...merchandisers, brand strategists, professions related to retail, from CDO (Chief Digital Officer) to SEO / SEM specialists, from figures associated with CSR (Corporate Social Responsibility), CRM (Customer Relationship Management) and CEM (Customer Experience Management) ...
it is necessary to propose training courses capable of forming “HYBRID” PROFESSIONAL PROFILES that are capable of managing digital technology without forgetting the complexity of the fashion system and the “reality” of the clothing artifacts.
Collaboration, sharing, self-organization of learning communities through forums, social media, face-to-face seminars, but, again, accessible networks bring academic knowledge closer to entrepreneurial knowledge, but also to that of daily practices and startups.
If on the one hand the smart industry leads to the disappearance of some professional figures, on the other hand it highlights the need for new professional figures and for a profound renewal of the existing ones.

In addition to disciplinary knowledge and, more generally, in addition to all those skills traditionally related to the Fashion System, there is a need to integrate the transversal knowledge of social, managerial and problem-solving nature more closely with the design-applicative knowledge.
Universities encourage new pedagogical paths by favoring more relational orientations and connections with the context of economic, political and social decision makers & New technology in teaching and learning (e-Learning Experiences, m-Learning...) allow a greater adherence to that demand for continuous training related to a profoundly changed socio-economic context

DigiMood | DIGITAL MODULES OF DIDACTIC FOR CULTURAL AND CREATIVE INDUSTRY

on-going research program run at European level by six HEIs to develop and test new pedagogical approaches
DigiMooD* aims at developing and testing the offer of a set of innovative and interdisciplinary educational modules in “Digital Entrepreneurship for the Creative Industries (CCIs)”, with a specific application to the Fashion Industry, its companies' branding and narrative strategies and the digital service models.

*DigiMooD is co-funded by the Creative Europe Programme Audiovisual Industry and Media Support under the call for proposal Connect/2017/3346110. DigiMooD is a research project lead by FiP Research Collective in collaboration with the Department of Management, Economics and Industrial Engineering (DIG), the Department of Electronics Information and Bioengineering (DEIB), and Fondazione Politecnico di Milano (Italy) as affiliated entity of Politecnico di Milano (Italy), Institut Francais de la Mode (France), European E Skills Association AIBL (Belgium), Mammut Film Srl (Italy), Fashion Technology Accelerator Srl (Italy), Associazione Industriale Lombarda dei territori di Milano, Lodi, Monza e Brianza (Italy) and its affiliated Entity ÉCOLE - Enti CONfindustriali Lombardi per l’Education (Italy).
DigiMood MODULES

Module 1. New Business Models and Creative Entrepreneurship in the digital era

Module 2. Digital Supply Chain Ecosystems for Creative Industries

Module 3. Content Branding and Digital Storytelling for CCIs

Module 4. Retail and Service Experience Design for CCIs

Module 5. The Fashion tech paradigm

Module 6. Data science, visualization and interactive narratives for CCIs
1° step
CROSS-CUTTING CURRICULA FOR DIGITAL CCIS

Development of digital transversal skills in order to develop a safe and critical use of Information Society Technology (IST)

The final curricula are the result of a process of mapping and defining the necessary digital skills and designation of the connected educational path (curricula, channels, methods) for the next generation of creative digital professionals
1° step
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2° step
HARMONIZATION

- Development of a model capable of facilitating the integration between the Educational modules of DigiMooD with the current offer of the Masters within Politecnico di Milano and the Institut Français de la Mode (IFM)
1° step
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• Test of the MOOCs as optional course
• Integration in the M.Sc. of Design for Fashion System @ Polimi, and @IFM
• Other course of PoliMi are invited to use the MOOCs
1° step
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2° step
HARMONIZATION

Development of a model capable of facilitating the integration between the Educational modules of DigiMooD with the current offer of the Masters within Politecnico di Milano and the Institut Français de la Mode (IFM)

3° step
TEST

ON GOING

Explanation on how the MOOCs will be offer as optional courses
1° step
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3° step
TEST

ON GOING

Explanation on how the MOOCs will be offer as optional courses

4° step
INTEGRATION

ON GOING

The Educational modules of DigiMooD will be combined with those of the Retail and Merchandising Design (1st year M. Sc.), Design Management for Fashion (2nd Year), Fashion Design Advanced Studio (2nd Year)
CONCLUSIONS

* The digital transformation of manufacturing economies is a medium-term process that therefore requires a significant investment in terms of human capital. A framework within which to reflect and experiment with new tools, methods and opportunities for continuous training and within which it is desirable that Higher Education Institutions take a leading role.

* In the coming months, the process of harmonizing of these new tools within the academic offer of Politecnico di Milano and IFM will be completed. A process that, in turn, in a constant cycle of revision and adaptation, will require a rethinking on the topics, times and forms of the Studios didactic structures.
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