Brief Description of the Course Subjects (2023-2024)

A. Semester 1

1. **[101] Sketching**: The course covers the fundamental principles and concepts of sketching and design. Students learn to observe and draw forms with shades and tonal values. The course includes theoretical lectures and studio exercises focusing on the structure of the composition through measurement and methodical observation. Students also study the visual language elements, such as point, line, shape, colour, movement, direction, and texture. Practical exercises include drawing the human body and developing design concepts through physical studies.
2. **[102] Principles and Applications of Bodymetrics**: The module introduces students to the principles and applications of body metrics in the fashion industry. Topics include garment pattern generation, body measurement techniques, and 3D body scanning systems. Students learn to develop garment patterns based on individual body measurements and apply these techniques in creating custom-fitted clothing. The course combines theoretical lectures with practical exercises to enhance students' skills in body metrics and garment design.
3. **[103] History of Art and Costume I**: The course explores the history of Art and costume from prehistoric times to the Renaissance. Students study the development of clothing and fashion in different historical periods and analyse the cultural, social, and aesthetic influences on costume design. The course includes lectures, field studies, and practical exercises to help students understand fashion's historical context and evolution. Key topics include the artistic movements of the 17th and 18th centuries and the emergence of Haute Couture in the late 19th century.
4. **[104] Physics and Chemistry of Materials and Dyes**: The course provides a comprehensive understanding of textile materials and dyes' physical and chemical properties. Students learn about the composition and characteristics of different fibres, the chemistry of dyes, and the processes involved in dyeing and finishing textiles. The course includes theoretical lectures and laboratory exercises to give students hands-on experience analysing and manipulating textile materials. Key topics include fibre structure, dyeing techniques, and the application of chemical finishes to enhance fabric properties.
5. **[105] Digital Design Principles**: The Digital Design Principles course introduces students to the use of digital tools and technologies in fashion design. Students learn to use Photoshop, Illustrator, and Rhino software to create and manipulate digital designs. The course covers digital image processing, page layout, illustration, and the application of digital tools in fashion design. Practical exercises and projects help students develop their skills in using digital technologies to enhance their design work.
6. **[106] Mathematical Methods in Design**: The course focuses on applying mathematical methods in the design process. Students learn to use mathematical concepts and techniques to solve design problems and optimise their design solutions. Topics include geometry, algebra, and calculus, focusing on their practical applications in design. The course consists of lectures, exercises, and projects to help students develop their mathematical skills and apply them to real-world design challenges.

B. Semester 2

7. **[201] Colour and Pattern Composition**: The course explores the principles of colour theory and pattern composition in fashion design. Students learn to use colour and pattern to create visually appealing and harmonious designs. The course covers topics such as colour psychology, colour harmony, and using patterns in design. Practical exercises and projects help students apply these principles to their design work, creating innovative and aesthetically pleasing fashion pieces.
8. **[202] Apparel Design**: The course focuses on designing and creating fashion garments. Students learn to design garments that meet the needs and preferences of different consumer groups. The course covers garment construction, fabric selection, and pattern making. Practical exercises and projects help students develop their design skills and create original fashion pieces. The course also emphasises the importance of understanding consumer behaviour and market trends in the design process.
9. **[203] History of Art and Costume II:** Through a combination of theoretical inquiry and practical application of the elements of the course modules, students will be able to identify the historical, social, aesthetic and multi-dimensional cultural context of the historical periods that define and marks the new trends of fashion until the emergence of Haute Couture. During the module, the main elements of the models in male and female appearance that define the modern concept of the multi-dimensional social phenomenon of fashion are studied. The social conditions, the aesthetic values, and the psychological foundations of fashion are examined through the historical approach of the periods that contributed to the evolution of clothing from the Renaissance (15th-16th centuries) until the emergence of High Fashion in the late 19th century. At the same time, the artistic movements that shaped aesthetics during the 17th and 18th centuries (Baroque, Rococo) and the 19th century (Neoclassicism, Romanticism, Realism) are studied.
10. **[204] Science of Fibres and Fibre Structure:** Historical evolution. Classification, general characteristics of polymers and formation of natural and artificial fibres. General characteristics and properties of textile fibres (technical significance of length, fibre fineness, morphology, cross-section and measurement method). Importance of maturity of cotton fibres, the effect of temperature, humidity and light on fibres' mechanical and physical properties, fibre resistance - recovery - lag - heat - absorption - absorption rates - diffusion - moisture retention, etc.) of the leading fibres used in the Clothing sector. The most important brands of fibre manufacturers, applications - uses - blends, innovations and innovative products. Identification of Fibre. Techniques and terminology applied to the textile industry. General principles of spinning systems. The study of the methods of producing yarns, mechanical equipment and factors affecting the quality of yarns. Sorting threads. Effect of twists on yarn and fabric properties. Monocular, polyclones, fantaise and texture yarns. Measurement and control of humidity. Check fibre and thread properties. Mechanical properties, uniformity test, yarn scarf coefficient of rubbing
11. **[205] Technical Drawing:** Introduction to technical drawing design (Design studio and tools, Vectors, Straight- & Curved-line drawing, Colour application & communication. Fabrics and Components (Selection, processing, representation, finishing), Technical drawing digital design Creation of new file, Draw basic shapes, Use of fashion body template, Design technical drawing of shirt and blazer jacket, skirt, trousers and denim jeans, sportswear garments, outerwear. Created fashion brushes for buttons, stitches, endings, zippers, drawing presentation boards, specification sheets, storyboards, and Garment variations with technical drawings.

12. **[206] Principles of Garment Making:** The structure of Garment manufacturing companies. The Premises and the Organization of the Production Department. General concepts of Sewing Technology. Historical Review and Evolution of the Technology of Manufacturing clothes and sewing machines. Technical characteristics of tailoring equipment. Basic principles of pattern design and principles of garment assembly. From the template to the first sample, procedures and steps. Introduction to the philosophy of creating a corsage & skirt.

C. Semester 3

13. **[301] Fashion forecasting and design:** What is Fashion Prognosis and its impact in Fashion Design. Fashion Trends history and style bureaus. International Trade Fairs & their implication in the Design procedure. Research & trend sources. Methods of style updating within the design procedure. Trends management according to the style. Megatrends influence. It contains a studio project part
14. **[302] Design & technology of clothing prototypes I:** Block construction and manipulation for creating a wide range of garment styles, lines, seams and details in skirts, dresses and shirts. Creating decorative details- ruffles, folds, cowls, pleat gathering, etc. Study the technical details of the garments (finishes, seams, accessories). Pattern cutting of simple and complex designs of skirts (e.g. high and low waist, yoke, circle, wrap, panelled, balloon, pleats, gather, bias cut), dresses (e.g. necklines, seams, non-symmetrical, pleats, gathers, ruffles, collars, sleeves) and shirts (e.g. collars, sleeves, yokes, plackets), applying methods and techniques in scale and actual size. Pattern design and project implementation.
15. **[303] History of modern fashion:** Theory. The social context, the aesthetics & the psychological impact on fashion through a long period between the beginning of Haute Couture at the end of the 19th century to the 60s prêt-a-porter culture. The Belle Epoque era, mid-war season, the 50s under the New Look influence, new generation Designers of the 60s & the 70s.
16. **[304] Fabric science:** Knitted fabric technology. Evolution of knitting. Mechanisms of plotting and structure characteristics of knitted fabrics. Weft/warp knitting and lace. Fabrics of single/ double sock, pile, sweatshirt, and zakar fabrics. Fully-fashioned machines, intarsia. Properties and use of knitwear. Recent developments in knitting. Textile woven fabric technology. Evolution of weaving. Processes and mechanical equipment. Principles of Dobby - Jacquard systems. Principles of shuttle systems (rapier, projectile, water jet, air jet). Textile designs, colour and weave effects, advanced textiles (3D fabrics, three-dimensional structures, multi-layer fabrics). Properties and uses. Non-woven fabric technology. Production systems use and comparison with other fabric production systems. Properties and uses. Nomenclature of knitted and woven fabrics.
17. **[305] Digital textile design:** Traditional and technological techniques in modern fabric design (Stationary and embossed printing, Stencil technique, Monochrome, Silkscreen Printing, Image Transfer, Marbling Methods). Development and progress of digital textile design (New directions in fabric design, The origin of digital printing technologies, Thermal Transfer – Sublimation, Spray Printing and Fabric. Digital Colour Management (Colour communication, ICC colour management advantages and disadvantages, Colour

Separation), Digital Printing and mass- customisation, Textile design in the digital era, Design Development in Illustrator & Photoshop, and Future Trends.

18. **[306] Principles of marketing in clothing:** The course will introduce students to current principles in clothing organisations. The classes focus specifically on the following topics: Historical development of Marketing. Introduction to its basic functions. Marketing environment in clothing. The importance of marketing research. Target market definition, clothing market segmentation, product/clothing brand placement. Marketing Mix: The Strategy of the product. The pricing strategy in clothing. The system strategy distribution in clothing. The strategy of communication and promotion in clothing. International Marketing. Strategies in Clothing. Digital Marketing (e-marketing) in clothing. Launch, develop and achieve a marketing plan goal.

D. Semester 4

19. **[401] Conception and development of design idea:** Theoretical & Studio course. Design methodology with emphasis on accomplishing design goals. Understanding the consumers' needs & requirements. Creating a concept focusing on functionality, usability, aesthetics quality & technique adequacy. Developing ideas through concept boards, evaluating design process & ideas.
20. **[402] Design & Technology of Clothing Prototypes II**: The course focuses on the design and technology of creating clothing prototypes. Students learn to draft and manipulate patterns for woven garments, including trousers and knitted items. The course covers the methodologies for creating simple and complex patterns and the practical skills needed for implementing clothing prototypes. Students develop their technical skills and creativity in garment design and construction through lectures and hands-on studio work.
21. **[403] Style Semiology**: The course explores the semantics of fashion and style. Students study various styles from the 20th century and learn to recognise and reproduce the elements that define each style. The course covers Bauhaus minimalism, 60s futurism, 80s androgyny, and more. Through theoretical lectures and practical exercises, students develop their ability to analyse and create fashion styles, understanding their cultural and aesthetic significance .
22. **[404] Textile processing:** Preparation of fabrics for dyeing (machines, materials and technology for the most representative textile fibres). Dyeing. Apply selected dye groups for the most common applications in fabrics and ready-to-wear clothes with exhaustive and continuous techniques. The operation of dyeing and knitting machines, woven fabrics and speciality products. Materials and factors affecting the dyeing, parameters of the dyeing process and its control. Types. Chemical and mechanical properties. Methods and machines for printing (cylinders, stacks, inkjet). Batik and Tie-dye styles. Innovative applications and alternative printing methods. Stiffening mechanism. Errors and checks of prints. Finishes: Mechanical and chemical finishing of knitted and woven fabrics. Processes and finishing materials. Techniques and effects. Innovative materials, requirements in the clothing industry. Qualitative and quantitative assessment of the results of dyeing and finishing treatments. Environment and ecological requirements.
23. **[405] Statistics for textile and clothing industry:** The module includes the Introduction & Descriptive Statistics, Variables – Values - Observations, Types of Variables, Position Measures, Dispersion Measures, Coefficient of Variation, Asymmetry and Kurtosis,

Graphs (Histogram & Box Plot) Introduction to Probability & Distributions of Discrete Random Variables, Mean and Variance of Discrete Random Variable, Bernoulli Distribution, Binomial Distribution, Poisson Distribution Continuous Random Variables Distributions, Probability Functions of Continuous Random Variables, Normal Distribution, t-Student Distribution, x2 Distribution, F Distribution Central Limit Theorem, the Confidence interval for mean and ratio, the Confidence interval for mean value differences, Confidence interval for pairwise observations, Confidence interval for difference of ratios. Sampling, Simple random sampling (error estimation & size of a sample), Systematic sampling, Stratified, Cluster sampling, Multilevel or multistage sampling. Hypothesis tests, Significance test for mean value, Significance test for ratio, Significance test for difference between two mean values, Significance test for comparison of mean values (paired observations, significance check for comparison of two ratios, Independence test of two categorical variables (X2) Linear correlation - Linear regression, Covariance, Linear correlation coefficient, Simple regression, Regression errors, coefficient of determination, Standard estimation error.

24. **[406] Communication and promotion strategies:** The role of Communication and Promotion Strategies. Marketing plan. Promotion of new clothing products in the market: segmentation, goals, placement, communication. Creating, sending and receiving clothing brand messages. Communication tools in clothing (Advertising, Sales promotion, Personal sales, Public Relations and Promotion of the Clothing Brand, Direct Marketing (databases, email), Events, sponsorships and customer service. Types of media (Print media, TV, Radio, Outdoor media (posters, banners, etc), Internet. Differences in the approach of B2C and B2B.

E. Semester 5

25. **[501] Design & technology of clothing prototypes III:** Study and adaptation of bases for creating complex clothes, jackets and coats. The contact with new technological materials and their management in creating templates Study and applications of specific template designs (Chanel jacket, Blazer, smoking, Spencer, etc.). Study to create the desired line. Laboratory Content: Construction of complex clothing designs and combinations with a standard line. Style and line rendering. Applications in different somatometric data. Physical deformities. Study the clothes' technical details (finishes, seams, accessories). Development of personal methodology for designing patterns of complex garments (jacket, trench coat, jacket, etc.). Applications in technological fabrics.
26. **[502] Aesthetic theories:** The Platonic problem, Art and imitation, Beauty, The Aristotelian answer to Plato, The approach of Art in Hellenistic and Roman times. The philosophical system of the Stoics. Aesthetics, according to Plotinus. Medieval aesthetics- St. Augustine. The problem of interpretation and the first theories of interpretation, Rebirth. Neoplatonism during the Renaissance (Leon Batista Alberti, Aesthetic Theories in the 17th and 18th centuries, The Kantian problematic for the aesthetic crisis, The aesthetic theory of Romanticism, The aesthetics of emotion). The Frankfurt School and the Sociology of Art. The "art for art" movement (The "School" of Hamburg and the Anthropology of Art).
27. **[503] Costing methods:** Costing, Definitions, Scope, objectives and significance of cost theory and methods, business decisions and its relationship with financial accounting and management accounting, Cost Objects, Cost centres and Cost Units, Elements of cost,

Classification of costs, Calculation of industrial cost of clothing production including direct materials, direct labour, and direct overhead costs, Factors of production, cost analysis, breakeven point, equivalent numbers and introduction of general production costs and determination of the total production cost.

28. **[504] Quality control I:** The evolution of the quality control. Introduction to the concepts of quality, customer requirements, and the need for physical testing of the quality of textile products. Explanation of the theoretical and technical quality. There is a need for quality control tests and protocols, as well as the need for apparatus calibration. The quality production model of 5M and the seven tools used to control quality during production. Analysis of the basic concepts of the quality management systems, requirements, conformation and the importance of quality control for the implementation and maintenance of the system. The stages for the certifications and audits of QMS. The influence of the atmospheric conditions in the apparatus and measurements of textile materials. The need and definition of the standard textile conditions in the laboratory. Material behaviour and specifications tolerances. Sampling techniques for fibre, yarn and fabrics. Fibre identification in yarns and fabrics, qualitative and quantitative blend analysis by natural and chemical methods. Basic characteristic testing of fabric is done on length, width, mass density, thread density, and weave pattern. Determination of fatigue. Determination of the surface density, cover factor and difference between theoretical and actual weight. Tensile testing of the mechanical properties and the influence of viscoelastic properties, time duration of testing, textile creep and sample length. Crease resistance testing of fabrics. Change of appearance of fabrics during wear and pilling (pilling and snagging method). Resistance to abrasion using Martindale apparatus. Appearance was evaluated using a colour light cabin, grayscales, and a spectrophotometer. Colourfastness of dyed fabrics to washing and perspiration. Colour rub-fastness in wet and dry conditions. Testing of fabric hydrophobic and oleophobic coatings. Thermal and electrical Insulation capacity of fabrics, heat of wetting, air-permeability and resulting comfort of garments.
29. **[505] Brand management:** Consumer-focused New Product Development in the clothing sector. Creativity and idea generation (brainstorming). Market research and consumer research. Global market and consumer trends and megatrends. Innovation strategies. Strategic planning, product quality, intrinsic/extrinsic cues and product elements. Product development cycle and Product Life Cycle. Product Identity: Defining the parameters – Product standards and specifications. Planning and developing a product range (collection) for a clothing firm. History of Branding and its Role in Marketing Strategy. Clothing brand image - Brand Development in Clothing - The role of design in creating a Clothing Brand. Legal protection for brands. Brand Equity. Clothing Brand extensions. Globalisation of clothing brands: Control issues in manufacturing and distribution. Market research and trend analysis. Brand Management and the promotional mix (VM, trade fairs, organising of events, etc.).
30. **[506] Haute couture practices in fashion:** Studio course. Through various High Fashion looks & Theater costumes, we approach couture techniques & develop ideas in a "costume" spirit. A study on Moulage & Origami, Volumes & Draping through the work of iconic designers.
31. **[507] Management of clothing production processes:** The evolution of production systems. Types and definition of production systems. Planning and managing operations in continuous flow production, assembly lines, and batch systems. Discontinuous systems

order, job and project-based production systems. Introduction into production cells in garment manufacturing. Definition and analysis of the company subsets as incoming and outgoing logistics, supplier evaluation, operations and operation planning, material handling, machinery maintenance, quality control, quality control chars, marketing and sales, etc. Operation management of garment manufacturing and quality control using essential quality tools. Work Study: Method study, production flow diagrams, development and planning of the operation in production systems. Work measurement and evaluation of total production time (standard minute value) by continuous observation, sampling method and estimation technique. Production capacity planning (demand and production capacity estimating models). Plan making, evaluation and implementation. Resources are required for a particular stage and successive stages in the production line, as well as balanced systems. General operation strategy planning, by short-term, medium and long-term planning. Motivation schemes. Introduction to quality control systems and basic definition of processes, procedures, work instructions, documents and records, responsibility, requirements, traceability, measuring and monitoring, continuous development of quality, and total quality systems. Introduction and analysis of the clauses of the quality control systems.

32. **[508] Corporate markets in retail trade:** Introduction to the clothing retail environment. Consumer demographics and consumption trends. Retailing techniques and factors affecting modern retailing. Sales policies of the apparel industry. Globalisation of clothing retailing. Principles of sales: business-to-business (b2b) and business-to-consumer (b2c) sales process. Buyer-seller communication elements. Legal and ethical issues in sales. Psychology of clothing sales. Direct selling. Franchising in clothing. The clothing buyer in retailing: Organisational structure in retail sourcing, internal and external sources of buyer information, basic principles of successful sourcing and the role of the buyer in apparel purchasing planning. Evaluation and purchasing from domestic or foreign markets. Introduction to merchandising: the buying cycle. Timelines. Building the clothing collection and range. Future trends in e-tailing in apparel retailing.

F. Semester 6

33. **[601] Computer-Aided Design Systems For Garment Prototyping:** Prototype development process in the context of collection development for the fashion industry. Introduction to the digital design of clothing prototype. Block Editing for prototype development in CAD systems
34. **[602] Modern Art & Design:** The understanding of concepts and developing ideas with potential in modernity and postmodernity through a series of presentations that improve - and evolve regularly, with the theme of contemporary Art and design, modern Art and fashion. Movements of contemporary Art of the 20th century until today. What is happening in all these fields today in a rapidly changing society? The project, research, topic elaboration, laboratory experimental exercises-approaches, final topic performance and presentation, with theoretical support.
35. **[603] Virtual Prototype:** Digital Transformation of the clothing industry (Term I 4.0, Fashion Integration Model in Industry 4.0, Ingredients & Principles). Digital Prototype in New Dimension. Basic differences between 2D and 3D processes. Implementation of 3D and upcoming changes in the traditional process. 3D visualization and 3D prototyping.

Virtual Prototype as part of Fashion Product Development (Advantages/Disadvantages, Difficulties and obstacles in adopting 3D technology in the creative clothing process, Optical Digitization of Materials, Anthropoid (Avatars), Personalize clothes through the virtual original. Presentation of popular software in creating a virtual prototype (V-Sticther/Lotta/ Clo3D/ Tuka3D/ Audaces4D/ Optitex3D/ Modaris3D). Future Trends (Smart Factory & Micro Factory Technologies VR/XR/AR & enhancement of virtual Prototype. Digital/Virtual Mannequins-Models. Virtual Prototype as part of a new sustainable supply value chain)

36. **[604] Quality Control II:** The course introduces the concept of quality control requirements. The cost of quality and the statistical quality control by sampling—the concept of random sampling technique and the use of the statistical hypothesis in quality control and production. The tools used are hypothesis testing, quality charts, and an acceptance plan for quality control of fabric specifications. Critical points of implementation of quality control in garment manufacturing. Analysis of the basic concepts of the quality management systems and system requirements. The mechanical deformations and the elastic behaviour of materials. Bending, shearing, torsional deformation and the phenomenon of buckling during stitching of garments. The importance and determination of the rigidity and formability of fabrics in garment manufacturing. The influence of elastic behaviour in determining bending length and drape coefficient of fabrics. The determination of tear resistance using the ballistic pendulum and bursting strength of fabrics. Fabric and garment stability during domestic laundering (mechanisms of shrinking and garment twisting). The seam strength testing and the seam slippage of yarns. The quality and care label usage. The lightfastness of fabrics. The determination of the flammability of fabrics. The needle penetration is forced through fabric and sewability of fabrics. The defects in fibres and yarns and problems caused by their periodical occurrence in fabrics and resulting garment quality. Analysis of the most frequent woven and knitted fabric faults. The issues and defects during the cutting and stitching of garments
37. **[605] Design and Development of Fashion Collections:** The meaning of capturing a design concept for a fashion collection. Analysis of factors affecting the procedure for creating a collection. Evolving a design proposal for the fashion ranges. Maintaining style and restrictions. Functional design. Style adaptation of a specific target market. The importance of market research and how to organise it. Fashion forecasting on season's key shapes and textiles. Adjust fashion trends according to a variety of garment categories. Consistency of style. Integration of primary lines in the collection. Research and creation of a consumer profile according to the selected target market. Presentation of fashion trends and concept design boards. Design of the essential basic shapes and colour management. Developing a colour swatch board. Selection of fabrics and details. Evolving multiple garment ranges. Colour and trimmings variations. Design technical drawings (flats). Creation of the garment's specification sheet
38. **[606] Intelligent Systems for Clothing**: Introduction to Artificial Intelligence (Data, information, knowledge. Information and decision making). Expert systems: Architecture, Knowledge representation and coding, Knowledge Editing. Ontologies, conclusions' extraction. Data mining applications. Artificial intelligence techniques for (Visual object detection. Demand forecasting. Trend forecasting. Relevant shopping recommendations. Stock management, Optimal price policy determination. Chatbots)

39. **[607] Visual Merchandising**: History and Evolution of Visual Merchandising. Store image, positioning and competitive advantage. Types of retail and corresponding VM concepts. Visual Merchandising Environments, Elements of Visual Merchandising, Principles of Design and Composition, Colour combinations. Visual and sound effects, Visual Merchandising functions, Evaluating Visual Merchandising projects.
40. **[608] Fashion Communication:** Through lectures/discussions, Fashion Communication will be sought as image and text through Fashion photography and Fashion journalism. The text & photo are tools of the designer in the description/analysis of an aesthetic proposal. The course will be developed by studying 20th-century Fashion photographers and emblematic fashion photographic illustrations. The "language" of the fashion text will be studied, with references in English terms, and the latest "style" trends in the market will be analysed. Through the suggestions and research of the respective material, the students will present a complete proposal of "communication" of one or a collection of clothes.
41. **[609] Operations Research:** Introduction (origin, history, effects & approach to problem-solving), Project Management and Scheduling (network configuration & solution, PERT, CPM), Linear Programming (introduction, mathematical modelling, Simplex method, examples of maximisation and minimisation problems with several constraints), Transportation problems (initial solutions with north-west corner method, least cost method, Vogel's method), optimal solutions, assignments and transhipment problems, Production systems planning (distribution problem, scheduling of jobs in one, two & three media), Total production planning, Spatial planning of production systems
42. **[610] Clothing Supply Chain Management:** Managing the Textiles & Clothing supply chain mix: stock, storage, and transportation. Relations in the Textiles & Clothing Supply Chain: Quick Response (QR) – Efficient Consumer Response (ECR) – Collaborative Planning, Forecasting and Replenishment (CFPR) – Continuous Replenishment Model (CRM) – Vendor-Managed Inventory (VMI). Types of stock – Economic Order Quantity (EOQ) – Push/Pull systems. Procurement and outsourcing in Textiles and Clothing. Managing the global Textiles and Clothing Supply Chain. Distribution strategies in Textiles and Clothing. Managing Electronic Communication Technologies in the Textiles and Clothing Supply Chain.

G. Semester 7

43. **[701] Greek Culture & Costume**: The course explores Greek culture and costume, focusing on the elements of traditional handicrafts and their influence on clothing design. Students study the history of Greek folk costume, textile production, dyeing, and sewing. The course examines the social and cultural dimensions of clothing and fashion in Greece, highlighting the interactions between popular culture and contemporary design. Through lectures and research projects, students gain insights into Greek costume heritage.
44. **[702] Fashion Consumer Behaviour**: The course examines the behaviour of consumers in the fashion market. Students learn about the factors influencing consumer behaviour, including personality, lifestyle, identity, and motivation. The course covers market segmentation, consumer participation, and the impact of mood states on purchasing decisions. Through lectures, discussions, and case studies, students deeply understand consumer behaviour and its implications for fashion marketing and design.

45. **[703] Digital Marketing**: The course introduces students to the principles and strategies of marketing in the digital era. Students learn about using digital technologies and platforms to reach and engage consumers. Topics include digital marketing strategy, consumer behaviour online, content marketing, SEO, and social media marketing. The course combines theoretical lectures with practical exercises and projects to help students develop their digital marketing skills and apply them to real-world scenarios.
46. **[704] Planning and Research Methods**: The course teaches students the essential research methods and planning techniques used in fashion design. Students learn to conduct research, analyse data, and develop design concepts based on their findings. The course covers qualitative and quantitative research methods and techniques for planning and managing design projects. Practical exercises and projects help students apply these methods to their design work, enhancing their research and planning skills.
47. **[705] Clothing Business Management**: The course prepares students to manage clothing businesses effectively. Students learn about the critical functions of business administration, including planning, organisation, leadership, and control. The course covers topics such as the history of textiles and clothing, types of clothing companies, and business management principles. Students develop the skills to operate and manage clothing businesses through lectures and practical exercises.
48. **[706] Creating Collection & Portfolio**: In this course, students synthesise their knowledge and skills to develop a personal clothing collection and portfolio. The course covers the entire clothing design and production process, from research and concept development to the creation of final samples. Students work in a studio environment, developing their design ideas and perfecting their techniques. The course emphasises teamwork, problem-solving, and the practical application of design principles.
49. **[707] Modern Applications in Production Management**: The course introduces students to modern production management techniques in the clothing industry. Students learn about information systems, electronic programming, and control of production processes. The course covers using specialised information systems for garment manufacturing and practical exercises in industrial computing applications. Through lectures and laboratory work, students gain the skills to manage clothing production efficiently.
50. **[708] Product Development in Circular Economy**: The development of new clothing products with added value and respect to the environment. Creativity and brainstorming. Market research targeting the consumer. International market and consumer trends for the clothing sector. Textile recycling process. Eco materials. Innovation strategy. Strategic planning, product quality, internal/external stimulus and product specifications. Product life cycle. Product identity: Definition of the essential elements– Standards and product specifications. Eco labelling and certification. The process of planning and development of garment collection. Cradle to cradle.

H. Semester 8

51. **[801] Rapid Prototyping Systems**: The course introduces students to additive manufacturing technologies and their applications in fashion. Students learn about the different rapid prototyping methods, such as 3D printing, and their use in creating clothing and accessories. The course covers the design and production processes of additive manufacturing, including preparing STL files and model processing. Through lectures and

practical exercises, students develop their skills in using rapid prototyping for innovative fashion design.

52. **[802] Science and Technologies of Advanced Materials**: The course provides knowledge about advanced textile materials and their applications. Students learn about special-purpose fibres, composite materials, and smart textiles. The course covers advanced materials' properties and manufacturing processes, including cosmetotextiles and protective clothing. Through lectures and practical exercises, students understand new technologies in textile manufacturing and their potential uses.
53. **[803] Life Cycle and Resources Management Systems**: Introduction and practice with information systems used in fashion. Introduction to the system's interface. System menus (Fabrics, standards, samples, customers, suppliers, warehouses, employers, fixed assets, finance). Products, partners, orders, resources, finance documents, payroll management. Analysis of various system tools (filters, statistics). Warehouse tools (Product weight, balances, specification tree and dimensions). Management forms (primary, secondary and search forms). Commands. Image management and editing. Order and production commands management.
54. **[804] Entrepreneurship and Innovation**: The concept and content of Entrepreneurship and Innovation, Innovation as a strategy and as a competitive advantage, concept and characteristics of Innovation Systems, Innovation and Competitiveness, Innovation as a Management Process, Business Clusters, Medium-sized Enterprises and Innovation, Knowledge Management as the prerequisite for successful business activity, the Greek reality, Case Studies of Clothing Companies, Intellectual Property and Copyright Management.