



## Double Degree

between

**Fashion Design** (first level Bachelor Course Degree Class: L-4)  
**Department of Architecture and Industrial Design**  
*awared by Università della Campania L. Vanvitelli (Italy)*

and

**Fashion Design** (first level Bachelor Course)  
**Department of Fashion Design, Arts and Design**  
*awared by Istanbul Okan University (Turkey)*

### OFFICIAL ADDENDUM TO AGREEMENT SIGNED BY THE RECTOR OF VANVITELLI UNIVERSITY (gg/mm/aaaa) AND THE RECTOR OF OKAN UNIVERSITY, ISTANBUL (gg/mm/aaaa)

*The Double Degree of first level (Bachelor Degree) in Fashion Design, jointly designed by the Università degli Studi della Campania “L. Vanvitelli” and the Istanbul Okan University / Art / Fashion Design Department, is based on one semester sharing and allows students enrolled at the two Universities to attend second semester courses of the third year at the Vanvitelli University Department of Architecture and Industrial Design and fourth year at Istanbul Okan University, Department of Fashion Design and to obtain a double Bachelor’s level Degree from Vanvitelli University and Okan University.*

*The parties agree to make changes to the learning pathway outlined in the annex to the above agreement, replacing the shared learning activities of the 1st semester and the 2nd with the following:*

#### 1st Semester international learning path

**Courses at the Istanbul Okan University for Vanvitelli University mobility Students**

**Courses at the Vanvitelli University**

<b>MOD 450</b>	<b>Brand Case Studio</b>		<b>A03126</b>	<b>Laboratorio di Design per la Moda III</b>	
	<b>10 ECTS</b>			<b>12 ECTS</b>	
On this course students will work on their own collection in cooperation with a market company. Working closely under the critical supervision of professionals will help students understand what is involved in successfully working in the fashion industry			The teaching program aims to provide advanced preparation in the creation of a women's / men's collection through the real planning and realization of the garments designed by individual students organized in teams that simulate a real style office.		
<b>MOD 425</b>	<b>Innovation and Formalizing</b>		<b>A03137</b>	<b>Ambientazione per la Moda</b>	
	<b>9 ECTS</b>			<b>12 ECTS</b>	
On this course students will develop their basic collection by learning how to analyze fashion trends, develop concepts, design a story board			The aim of the course is the acquisition by the student of some theoretical and practical foundations of the architectural discipline with		

<p>and how to define a target consumer. This course is intended to support students' diploma projects. Students will be able to further hone their skills in concept development and in realizing a collection which is faithful to their concept. By doing so, they will understand how to choose fabrics which will give their ideas shape.</p>	<p>reference to the scenography set-up practices in relation to the different scales of the architectural environment.</p>
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<b>Elective Department Course</b>				
<b>4 ECTS</b>				

<b>BBA 222</b>	<b>Entrepreneurship Applications</b>	<b>A03123</b>	<b>Diritto Pubblico Dell'economia e Tutela Del Made In Italy</b>
<b>3 ECTS</b>		<b>6 ECTS</b>	
<p>Basic concepts of entrepreneurship; franchising; buyouts; small and medium sized enterprises; startups; entrepreneurship process; implementing new business plans; commercialization; business plan canvas; innovation and organizational change in existing organizations; entrepreneurship; creating and expanding new markets; operational challenges and opportunities; development and management of family businesses; examples from entrepreneurial successes and failures; types of entrepreneurship; social entrepreneurship</p>		<p>The aim of the course is to provide students with the necessary legal tools to deal with the activities of fashion designers, increasing the student's ability to understand in relation to market dynamics, as well as to the different forms of protection that the Italian and European legal system offers to intellectual property.</p>	

<b>INT 003</b>	<b>Internship</b>		
<b>4 ECTS</b>			

## 2nd Semester international learning path

**Courses at the Istanbul Okan University  
for Okan students**

**Courses at the Università Vanvitelli  
for Okan mobility students**

	<b>University Elective Course</b>	<b>A03</b>	<b>Esame a scelta</b>
	<b>4 ECTS</b>		<b>12 ECTS</b>

<b>MOD426</b>	<b>Diploma Project</b>	<b>A03106</b>	<b>Prova finale (Diploma Project)</b>
	<b>12 ECTS</b>		<b>4 ECTS</b>
<p>In this diploma project course students will be asked to bring together the practical and theoretical knowledge they have accumulated over the course of their studies. They will need to develop a concept for a collection and an accompanying business plan. After students have presented their ideas to a jury, they will be required to produce their collection with the help of support technicians in our fashion studios. When the collection is finished, students will have to present it to a final jury</p>		<p>On this diploma project course students will be asked to bring together the practical and theoretical knowledge they have accumulated over the course of their studies</p>	

<b>MOD452</b>	<b>Designing Fashion Show and Organisation</b>	<b>A03138</b>	<b>Sviluppo e valutazione di nuovo prodotto</b>
	<b>12 ECTS</b>		<b>8 ECTS</b>
<p>On this practical course students will explore the link between a brand and its communication with its consumers. Catwalk shows and fashion photography are tools of marketing in the fashion industry; they are the primary way in which brand image and new collections are communicated to the consumer. Students will be introduced to organizing catwalk shows. In doing so, they will learn how to budget a show, choose models and create a conceptual idea for the presentation of their collection. Students will also have the chance to learn how to communicate their Show concept to the support professionals involved such as photographers, hair dressers, stylists and choreographers. Students will be asked to do so by using digital Technologies.</p>		<p>This course will provide students with the marketing frameworks, tools and techniques useful to be effective in the launch and development of products and services in the Fashion Industry, to positioning them in the market and competitive environment, to evaluating their market potential.</p>	

MOD462	Sustainability and Ethics in Fashion		A03 100	Tirocinio (Internship)	
	4 ECTS			8 ECTS	
This course aims to introduce students to the current debates of the fashion industry they are about to enter, and to give them an idea of sustainability and ethical values. In the course, students will be taught the necessity and methods of adopting a more conscious attitude with their designer identities in the fashion sector, where the production and consumption rate is increasing, and the issues such as the damages caused by the sector to the nature and alternative solutions to these damages, working conditions in the sector, and theft of artifacts will be discussed. In the light of the theoretical information given to the students, students will be expected to develop projects on the subject.			This internship is intended to support students' diploma projects. Working closely under the critical supervision of professionals will help students understand what is involved in successfully working in the fashion industry		

**Total Istanbul Okan ECTS First Semester 30**

**Total Vanvitelli ECTS Second Semester 30**

***Above changes are agreed and executed as addendum to the original agreement.***

***This change is applicable immediately as signed by representatives of both universities.***

**Caserta,  
For the Vanvitelli University  
The Rector  
Prof. Giovanni Francesco Nicoletti**

**Istanbul,  
For Istanbul Okan University  
The Rector  
Prof. Dr. Mustafa Koçak**

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**gg /mm / 2023**

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**gg / mm / 2023**