

Année universitaire 2024/2025

# M1 Mode et Matière

## POURSUITE D'ÉTUDES

Après la 1<sup>re</sup> année du Master Mode & Matière, les étudiantes et les étudiants peuvent choisir entre plusieurs M2, en formation initiale ou en alternance. Avant d'intégrer un M2, ils peuvent réaliser une année de césure si leur cursus le permet, afin de développer une expérience professionnelle en France ou à l'étranger : stage, CDD, service civique, entrepreneuriat, formation complémentaire... ?

En 2<sup>ème</sup> année de Master, les étudiantes et les étudiants choisissent une spécialisation afin de préciser leur domaine de compétences et se professionnaliser. Ils bénéficieront d'enseignements de haut niveau dispensés par des enseignants-chercheurs de Dauphine et d'intervenants extérieurs issus du monde de l'entreprise.

Enfin, l'université aide les étudiantes et les étudiants, à se préparer à l'entrée sur le marché du travail au travers de nombreux projets professionnels ou dispositifs de stage. Les jeunes diplômés de Dauphine bénéficient ainsi d'un taux [d'insertion professionnelle](#) très élevé.

Dans le cas d'un Master recherche, cette 2<sup>ème</sup> année leur permettra de préparer au mieux leur projet de recherche, pour s'orienter par la suite vers un doctorat.

## PROGRAMME DE LA FORMATION

- Semestre 1
  - Bloc 0 "FONDAMENTAUX"
    - Business basics in cultural and creative industries
    - Basics in fashion design and materials
  - Bloc 1 "ECO-CONCEPTION "
    - Fashion and materials in questions (I)
    - Sustainability behind the scenes
    - PSL Week 1
    - Pre-project Master 1
    - Bio-fabric workshop
    - (Smart) textiles
    - Travail en Autonomie
  - Bloc OBLIGATOIRE - 3 ECTS
    - Visits and et conferences (I)
- Semestre 2
  - Bloc 2 "Recherches& Methodologies"
    - Fashion and materials in questions (II)
    - Research by practice workshop
    - Practice logbook
    - Literature exploration
    - Business models thinking
    - PSL Week 2
  - Formation Initiale ou Formation en Apprentissage

- Engagement (FI)
- Apprentissage (FA)
- Projet collaboratif
  - C-K Workshop
  - Collective exploration
- obligatoire
  - Visits and conferences (II)
  - Exhibitions
  - Travail en Autonomie

## DESCRIPTION DE CHAQUE ENSEIGNEMENT

### (Smart) textiles

ECTS : 3

#### Apprentissage (FA)

ECTS : 3

**Description du contenu de l'enseignement :**

Expérience professionnelle en alternance

Rédaction d'un livret d'apprentissage sur deux périodes

**Compétence à acquérir :**

Expérience professionnelle

### Basics in fashion design and materials

ECTS : 3

**Description du contenu de l'enseignement :**

***Creativity as an indispensable source for innovation and change***

1. Introduction, how to define and see fashion today?
2. Fashion and textiles as an intangible heritage of humanity
3. Understanding the vast approach of fashion design and materials
4. Comparing creativity in different fields (designer – engineer)
5. Fashion, textiles and materials as a source for academic research
6. DIY, understanding textiles and garment experimentations
7. Smart textiles, electric poetry and porcelain fabrics
8. Using fashion history and image creation as a treasure
9. Personal statement – self-portrait

**Compétence à acquérir :**

- How to create, to arouse curiosity and desire?
- An introduction to methods and processes of creation
- Experimenting creativity through different axes, points of view, languages, possibilities and through the focus of varying expert speakers
- 9 days of meeting, exchanging, reflecting, questioning, testing, trying, visiting

### Bio-fabric workshop

ECTS : 3

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## Business basics in cultural and creative industries

ECTS : 3

### Description du contenu de l'enseignement :

#### **Part 1 – Business basics**

This part of the course is dedicated to the discovery of the main concepts and tools of business administration. It presents the key ideas, principles and instruments of business analysis. It provides an introduction to several management dimensions: strategy, marketing, finance, accounting, while focusing on the challenges related to competition and sustainability. It is based on a business simulation: six teams will develop and execute strategies for their simulated company while taking into consideration the customer behavior, cost structures, and currency fluctuations in the different international markets.

#### **Part 2 – Cultural and creative industries**

The second part of the course deals more specifically with the distinctive features of cultural and creative industries, and the main contemporary challenges that they have to face. Core notions are presented and discussed. Meetups and visits also give students the opportunity to meet and talk with various actors in creative industries.

### Compétence à acquérir :

This program aims at introducing the fundamentals of business culture as well as cultural and creative industries. The main objectives are the following:

- To understand what an organization is, its goal and environment, as well as its contemporary challenges
  - To understand the notions of strategy, marketing, finance and accounting
  - To analyze, synthesize, and anticipate the effects of business choices
  - To identify and understand the specific characteristics and challenges of cultural and creative industries
  - To analyze management and work in cultural and creative organizations
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## Business models thinking

ECTS : 3

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## C-K Workshop

ECTS : 0

### Description du contenu de l'enseignement :

Deux ateliers de 3h permettent d'utiliser la méthode C-K pour initier la réflexion sur les projets prospectifs transcéoles

### Compétence à acquérir :

Découvrir la méthode C-K et l'appliquer dans le cadre d'un projet

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## Collective exploration

ECTS : 6

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## Engagement (FI)

ECTS : 3

### Description du contenu de l'enseignement :

Several activities are proposed throughout the academic year:

- Meetings of the "Collectif d'experts"
- Opendays (presentation of project, space and scenography)
- Communication (website, social networks, visuals...)
- Life of the Master ("sharing time", social events, space St Jacques...)
- Contact with alumni
- Organization of an activity "in touch with society"
- Research in fashion & materials

**Compétence à acquérir :**

Students are expected to be involved in a series of activities that contribute to the good functioning and outreach of the Master, being it curricular, social or networking activities.

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## Exhibitions

ECTS : 0

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## Fashion and materials in questions (I)

ECTS : 3

**Description du contenu de l'enseignement :**

The course is built as a seminar that questions contemporary challenges of the fashion and textile industry from multiple angles. It brings together micro and macro perspectives from different disciplines, mainly design, engineering and management. Each lecture is focused on a question discussed by a specialist.

**Compétence à acquérir :**

Students develop their culture and understanding of transformations and innovations in the field of fashion and materials. The seminar is meant to nurture their reflection for their pre-project.

**Mode de contrôle des connaissances :**

There is no grade awarded for this seminar. The validation is based on presence to all sessions.

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## Fashion and materials in questions (II)

ECTS : 3

**Description du contenu de l'enseignement :**

The course is built as a seminar that questions contemporary challenges of the fashion and textile industry from multiple angles. It brings together micro and macro perspectives from different disciplines, mainly design, engineering and management. Each lecture is focused on a question discussed by a specialist.

**Compétence à acquérir :**

Students develop their culture and understanding of transformations and innovations in the field of fashion and materials. The seminar is meant to nurture their reflection for their pre-project.

**Mode de contrôle des connaissances :**

There is no grade awarded for this seminar. The validation is based on presence to all sessions.

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## Literature exploration

ECTS : 3

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### PSL Week 1

ECTS : 3

**Description du contenu de l'enseignement :**

Cf. programme de la semaine PSL

**Compétence à acquérir :**

Semaine transversale

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### PSL Week 2

ECTS : 3

**Description du contenu de l'enseignement :**

Cf. programme de la semaine PSL

**Compétence à acquérir :**

## Practice logbook

ECTS : 3

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## Pre-project Master 1

ECTS : 6

### Description du contenu de l'enseignement :

All courses and workshops from the first semester are meant to feed the pre-projects. Each student can focus on her/his own area of interest, by considering upstream to downstream activities in the domain of fashion and materials. The pre-project is grounded on practice with design experimentations and nurtured by personal research and readings. Tutoring sessions are proposed to help students develop their personal and collective experimentations.

### Compétence à acquérir :

Pre-projects open the field of action and reflection. Students are expected to develop perspectives for the dissertation they work on during the second semester.

### Mode de contrôle des connaissances :

- 20% Warm-up challenge (group work)
  - 80% Pre-project (individual or pair work)
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## Research by practice workshop

ECTS : 3

### Description du contenu de l'enseignement :

The workshop aims at combining playful collaborative styling exercises, based on creative instinct and co-creation, with a rigorous research methodology centred on documenting, archiving, analysing and criticising.

### Compétence à acquérir :

- Discover differences between academic and design experiments
  - Learn research methodology through practice
  - Explore the power of collective intelligence and co-creation
  - Envisage experimenting as being a playground where risks are taken
  - Discover the power of iterations
  - Integrate the fact that creativity can emerge from anywhere
  - Adopt a « hacker » mentality
  - Learn to do a lot with nearly nothing
  - Develop designing abilities of non-designer students and aptitudes of designer students to discover new ways of conceiving silhouettes
  - Approach fashion silhouette conception directly in volume instead of through drawing
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## Sustainability behind the scenes

ECTS : 3

### Description du contenu de l'enseignement :

- Life-cycle analysis, as a framework and as a tool
- The notion of responsibility
- Responsible design & production
- Responsible sourcing & work environment
- Responsible consumption & communication

### Compétence à acquérir :

- Understand what corporate social responsibility is about

- Know about innovations, key trends and debates
- Learn how to mobilize academic research, look for and analyze data
- Learn how to debate in context and develop recommendations

**Mode de contrôle des connaissances :**

70% Serious game (group work)

30% ABC of research insights (group work)

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## Travail en Autonomie

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### Visits and conferences (II)

**ECTS** : 3

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### Visits and et conferences (I)

**ECTS** : 3

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