

Année universitaire 2024/2025

## M2 Mode et Matière

### PROGRAMME DE LA FORMATION

- Semestre 3 (1 Trajectoire à choisir)
  - 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 (II)
    - Sustainability behind the scenes
    - PSL Week 1
    - Pre-project Master 2
    - (Smart) textiles
    - Bio-fabric workshop
    - Travail en Autonomie
  - Enseignement Obligatoire
    - Visits and conferences
  - Bloc 4Bis "EXPÉRIENCE PROFESSIONNELLE"
    - Expérience report
    - Preliminary project
    - Autonomie
- Semestre 4 (Suite de la Trajectoire choisi au Semestre 3)
  - Bloc 2 "Recherches & Méthodologies" (traj explo)
    - Fashion and materials in questions (II)
    - Research by practice workshop
    - Research project
    - Business models thinking
    - PSL Week 2
  - Bloc 3 "PROJET TRANSECOLES"
    - C-K Workshop
    - Projet collectif transécoles
  - En Plus
    - Travail en Autonomie
    - Visits and conferences (II)
    - Exhibitions
  - Bloc 5 "PROJET Créatif"
    - Pitching methods
    - Interdisciplinary tutoring
    - Final project
  - En plus
    - Visits and conferences (II)

- Exhibitions
- Formation Initiale ou Apprentissage
  - Engagement (FI)
  - Apprentissage (FA)

## DESCRIPTION DE CHAQUE ENSEIGNEMENT

### (Smart) textiles

ECTS : 3

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### Apprentissage (FA)

ECTS : 3

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### Autonomie

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### 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
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### 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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## 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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## Expérience report

ECTS : 21

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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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## Final project

ECTS : 12

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## Interdisciplinary tutoring

ECTS : 9

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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 :

Semaine transversale

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## Pitching methods

ECTS : 3

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## Pre-project Master 2

ECTS : 6

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## Preliminary project

ECTS : 9

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## Projet collectif transécoles

ECTS : 6

### Description du contenu de l'enseignement :

Chaque groupe travaille pendant 10 semaines sur un projet d'exploration défini avec une organisation partenaire pour laquelle une proposition est développée sous la forme d'une preuve de concept pouvant inclure un premier prototype. Le format

pédagogique proposé nécessite une forte implication, avec 1 à 2 jours par semaine consacrés au projet en fonction des formations dont les étudiants sont issus.

Le dispositif pédagogique repose sur un suivi régulier des étudiants associé à des séances de travail en autonomie :

- Chaque groupe bénéficie d'un suivi hebdomadaire par un binôme de tuteurs.
- Un soutien méthodologique est également proposé avec une présentation de la méthode C-K puis un atelier C-K au début du projet.
- Le reste du temps, chaque groupe doit s'organiser pour travailler en autonomie.

**Compétence à acquérir :**

Le projet collectif transcoles vise à faire travailler en équipe pluridisciplinaire des étudiants issus de diverses formations de PSL.

Les étudiants sont amenés à mobiliser et développer les compétences suivantes :

- Analyser les situations en étant tourné vers l'utilisateur et en évaluant les impacts
- Proposer de nouvelles explorations esthétiques, techniques, stratégiques
- Interagir avec le monde professionnel en étant force de proposition
- Travailler en équipe pluridisciplinaire

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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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## Research project

**ECTS : 6**

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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

**ECTS :** 3

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### Visits and conferences (II)

**ECTS :** 3

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