Licence Professionnelle
Bachelor's Degree

OSDD

ENGLISH-TAUGHT PROGRAMME

IUT ANNECY UNIVERSITÉ SAVOIE MONT BLANC x OSV ACADEMY

OUTDOOR SOFTGOODS DESIGN & DEVELOPMENT

60 ECTS

1-YEAR PROGRAMME · BSc FINAL YEAR (BSc - EQF 6)

The Outdoor Softgoods Design & Development Bachelor's Degree is a one-year international programme designed for both French and international students who have completed two years of higher education and wish to specialise as product developers in the sports industry.

During the Autumn semester (S5), students will study at IUT Annecy, gaining in-depth knowledge and hands-on experience. In the Spring semester (S6), they will complete a 4-to-6-month internship within a company, applying their skills in a real-world professional environment.

All courses are taught entirely in English, and classes bring together both French and international students, fostering a rich intercultural experience and a global perspective on the industry.



CURRICULUM 2027 - 2028

INCLUDED
A GROUP PROJECT FOR
A LEADING COMPANY IN THE INDUSTRY

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MINISTÈRE DE L'ENSEIGNEMENT SUPÉRIEUR ET DE LA RECHERCHE
Liberté Égalité Fraternité

UNIVERSITÉ SAVOIE MONT BLANC
Membre de l'alliance européenne UNITA universitas montium
La Région Auvergne-Rhône-Alpes

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INTRODUCING OSDD

This programme aims to equip future technicians with the essential skills in developing and managing clothing, bags, and textile accessories, ensuring their success in the highly competitive outdoor sports industry.

The sports industry is constantly evolving and in need of young professionals—future product managers capable of developing innovative strategies to meet customer needs. Their role is essential in optimising both products and their communication for better market performance. Students in this Bachelor's programme will learn how to create effective roadmaps, analyse and anticipate market trends, and facilitate seamless collaboration between key stakeholders, including engineers, marketers, designers, and executives.

If you are a athlete or a fashion enthusiast and have honed your decision-making skills through a two-year scientific, technical, business or design programme, you are ready to apply for Europe's first one-year course in *Outdoor Softgoods Design & Development.*

FACT SHEET

- Sept.-Sept. academic year
- 100% full-time
- 4-6 months internship
- 20 students maximum
- 2 semesters (preferable) (2x30 ECTS)
- 450 hrs + a 120-hr project
- IUT Annecy-le-Vieux campus
- Prerequisites: : 120 ECTS in higher education
- English language requirements: B2/upper-intermediate

FRANCE compétences CERTIFICATION enregistrée au RNCP

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THE PERFECT MATCH

OUTDOOR SPORTS VALLEY

The Outdoor Sports Valley (OSV) association was created in 2010 with the Grand Annecy Urban Community. It was born out of the desire of companies and local authorities to develop, federate and promote the sports and outdoor industry. This is a sector that has been well established locally for several decades, with historic French brands such as Salomon, Millet, Fusalp and TSL.

The many initiatives put in place for the industry have been carried out with dynamism, integrity, professionalism and a collaborative approach. The association quickly extended its reach to the whole of the Auvergne-Rhône-Alpes region, then to the whole of France and Switzerland. Bringing together more than 500 players, OSV was awarded the 'Cluster of the Auvergne-Rhône-Alpes Region' label in 2018. OSV is a partner of the Grand Annecy Urban Community in running the Annecy Base Camp business incubator and supporting volunteer entrepreneurs.

Above all, OSV is a network, a community, that shares strong values: creation, sharing, commitment and sustainable development. A group where companies grow together, in a spirit of entrepreneurship and innovation.

IUT ANNECY - USMB

With 2,800 students, 24 Bachelor's Degrees, and 9 departments, IUT Annecy stands out as a dynamic and innovative institution. As one of the 7 schools of Université Savoie Mont Blanc (USMB), it offers a high-quality education that combines academic excellence with strong industry connections.

As a key player in higher education in OSV's initial founding region, IUT Annecy thrives in a dynamic ecosystem, collaborating closely with leading companies from Outdoor Sports Valley. Thanks to its solid industry network and specialised programmes, it has naturally established itself as the ideal partner for training experts and specialists in the outdoor sports textile industry.

14,500 students

1,400 staff members

240 PhD students

UNIVERSITÉ SAVOIE MONT BLANC

18 research labs

1 enterprise club

1 foundation

1 universitas montium

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IUT ANNECY UNIVERSITÉ SAVOIE MONT BLANC x OSV ACADEMY



INDUSTRY-DRIVEN EDUCATION

- Learning from industry professionals

SALOMON MILLET Columbia JONATHAN & FLETCHER Samaya idéalp sport MAVIC DECATHLON

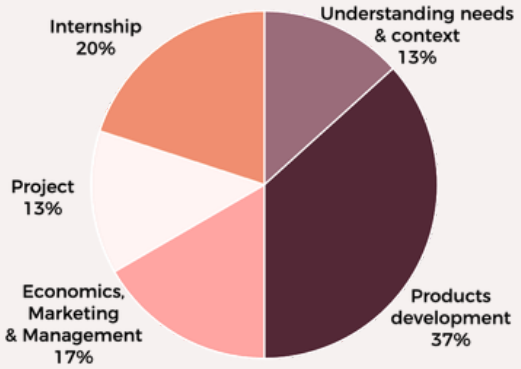
- Professional events and technical trade fairs throughout the year

SPORTACHAT Prowinter HIGH FIVE FESTIVAL

- OSDD Bachelor's Degree : driven by professionals, powered by

La Région Auvergne-Rhône-Alpes Grand Annecy AGGLOMÉRATION

In the Outdoor Softgoods Design & Development Bachelor's Degree, **90% of the faculty** come from the industry, ensuring that the curriculum stays closely aligned with real-world professional needs. This hands-on approach equips students with practical skills, industry insights, and a clear understanding of their future careers.



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IUT ANNECY UNIVERSITÉ SAVOIE MONT BLANC x OSV ACADEMY



A HIGHLY-SPECIALISED COURSE

Highlights

- The Bachelor's Degree prepares students for specialised careers such as Product Developer and Product Line Manager.

- Included in the programme: a group project to conduct a comprehensive study, usually leading to production, for a company within the OSV network :
  - 120 hrs per student
  - October to mid-February
  - 1 review per month

Requirements

Soft skills: a strong interest in outdoor sports & fabrics, textiles, apparel & clothing; initiative, curiosity, flexibility, autonomy, and excellent organisational skills.

Prerequisites: 120 ECTS in higher education (BUT GMP, BUT SGM, BUT GACO or GEA, DN-Made Mode, BTS innovation textile, Bachelor's or Master's Degree in Product Design, Bachelor or Master's Degree in Engineering, Mechanical Engineer, Bachelor's or Master's Degree in Management, Bachelor's or Master's Degree in Sports / STAPS)

English language requirements:
B2 / Upper-intermediate

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CURRICULUM

2 x 30 ECTS

FALL SEMESTER

ECTS: 30

• Sports Industry Culture Conf - Visits - Fairs	2
• Sustainable Development in the Sports Industry	2
• Biomechanics & Sports Physiology: Comfort & Performance	2
UE501 - Total ECTS	**6**
• Textile Technical Fundamentals	4
• Fabrics Performance Laboratory	4
• Design Culture	1
• Product Design - Pattern Making and sewing	5
UE502 - Total ECTS	**14**
• Project Management, Methodology and Tools	2
• Product Management - Industrialisation Economics	4
• Product & Service Design	2
• Product Marketing in the sporting Goods Industry	2
• Professionnal Communication	-
• LV2 ou French (optional)	-
UE503 - Total ECTS	**10**

SPRING SEMESTER

ECTS: 30

• Group project - OSV Academy Challenge	8
UE 601 - Total ECTS	**8**
• Design Vision through Footwear	1
• Textile Manufacturing	2
• Accessories (backpack, gloves...)	1
• Product Development	4
• Industrial Fundamentals in the Sports Industry	1
• Product Marketing in the Sporting Goods Industry	1
UE 602 - Total ECTS	**10**
• Internship (4-6 months)	12
UE 603 - Total ECTS	**12**

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APPLICATIONS

Selection process

- File analysis and interview (videoconference possible)

Application fees

- UE Free movers & French students : 178€
- NON UE students : 2,895€ (Partial tuition waiver possible)
- People in vocational re-training : The cost of the course is not the same as for students. You are advised to contact the IUT's Continuing Education Service to find out about funding arrangements.

Apply now! https://ecandidat-usmb.grenet.fr or Campus France for non-EU students - list of countries to check online

Exchange students from partner universities

- No fees.
- Please contact the international Office of your university to apply.

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SYLLABUS
OUTDOOR SPORTS DESIGN & DEVELOPMENT (OSDD) BACHELOR'S DEGREE

Academic Year 2027–2028

Programme Overview

The Outdoor Sports Design & Development (OSDD) programme trains students to become professionals in the design, development, and industrialisation of sporting soft goods, with a strong focus on innovation, sustainability, and industry integration.

The curriculum consists of 6 units and combines:

- Technical expertise (textiles, product engineering, industrial processes)
- Creative design (sketching, colour, prototyping, digital tools)
- Strategic skills (marketing, product management, supply chain)
- Industry immersion (company visits, trade fairs, real projects with brands such as Salomon, Decathlon, Simond)

Credit System (ECTS Conversion)

- 1 ECTS = 25–30 hours of total workload, including homework
- 2 ECTS ≈ 1 North American credit (semester credit hour)

A full academic year (60 ECTS)corresponds to approximately 30 North American credits.

FALL SEMESTER

30 ECTS

UNIT 501 - UNDERSTANDING NEEDS AND CONTEXT

UNIT 501 – Understanding Needs and Context	
511 – Sports Industry Culture (Conferences, Visits & Industry Weeks)	
ECTS: 2	Hours: 25
Assessment: Reports + project presentation	

Course Structure (distinct learning experiences):

- Industry Conferences (e.g., Salomon and outdoor brands)
- Trade Fairs: Sports Achats (summer edition), Rencontres de l'Outdoor
- Company Visits: Decathlon, Simond
- Innovation Week (IW): intensive collaborative project with other international students

Learning Outcomes:

- Understand the structure and culture of the outdoor sports industry
- Analyse innovation strategies of leading companies
- Develop professional awareness through direct industry exposure

Objectives

Develop a strong understanding of the outdoor sports ecosystem through direct exposure to industry actors and events.

UNIT 501 – Understanding Needs and Context

512 – Sustainable Development in the Sports Industry

ECTS: 2	Hours: 19
Assessment: Project + MCQ	

Part 1 – Sustainability Fundamentals & Product Impact

Objectives

Understand, analyse, and apply sustainability principles in the sports industry.

- Raising awareness of sustainability in the sports industry
- Understanding the foundations of sustainability approaches
- Analysing proposed solutions critically and relevantly
- Reacting to changing regulations
- Developing coherent proposals and arguments
- What sustainability means in the sports and leisure industry
- Implementation in daily professional activities
- Identifying key stakeholders, sources of inspiration, and support

Corporate Social Responsibility (CSR)

- Understanding key CSR fundamentals at brand level
- Practical implementation of CSR actions within a company

Eco-design Fundamentals

- Identification of environmental impacts across the product lifecycle:
  - Design
  - Materials
  - Production
  - Transportation
  - Retail
  - Use & care
  - End-of-life
- Tools and methods to reduce environmental impact
- Designing products with sustainability in mind

End-of-Life Management (Textiles & Footwear)

- Waste generation challenges
- Waste management strategies
- Alternatives to incineration and landfill
- Circular economy approaches:
  - Reduce – Reuse – Repair – Recycle - Rethink

Environmental Regulations & Labels

- French regulations
- European regulations
- International frameworks

Part 2 – Environmental Communication

Objective

Identify and understand the four main ways to communicate environmental performance.

- Overview of regulatory and legislative frameworks
- Advantages and limitations of each approach

Communication Methods

- Self-declaration: “I declare what I want”
- Environmental labels: visual communication within a defined framework
- Life Cycle Assessment (LCA): detailed environmental impact analysis
- Environmental score systems: simplified scoring (e.g., like Nutri-Score)

Focus on Environmental Score

- Application to:
  - Textile products (clothing, footwear)
- Future extension to:
  - Winter sports equipment (helmets, skis, etc.)

UNIT 501 – Understanding Needs and Context	
513 – Biomechanics& Sports Physiology: Comfort & Performance	
ECTS: 2	Hours: 15
Assessment: Report + MCQ	

Course Objective

Conduct a validation study of an outdoor product based on a product brief (project-based approach).

Learning outcomes

- Fundamentals of:
  - Human anatomy
  - Exercise physiology
  - Biomechanical analysis
- Analysis of stresses applied to users:
  - Internal stresses
  - External stresses
  - Context of outdoor physical activities
- Measurement tools:
  - Performance indicators related to product usage
  - Lab-based measurement tools
- Protocol development:
  - Designing a measurement protocol
  - Justifying methodological choices
  - Laboratory measurements
  - Field measurements (protocol design focus)
- Data processing:
  - Basics of statistics
  - Interpretation of results
  - Presentation of findings
- Decision-making:
  - Product validation
  - Go / no-go decisions in product development

UNIT 502 - FABRICS & DESIGN

UNIT 502 – Fabrics & Design	
521 – Textile Technical Fundamentals	
ECTS: 5	Hours: 45
Assessment: • Individual written exam – weighting: 4 • Group oral presentation – weighting: 3 Factory visit report – weighting: 2 Trade fair report – weighting: 3	

Course objectives

Textile Identification and Analysis

- Identifying the nature and structure of simple and complex textiles
- Understanding textile specifications and their interpretation
  Conducting technical discussions with suppliers
  Making informed technical choices balancing:
  - Quality
  - Price
  - Performance

Learning Outcomes

1. Fibres

- Vegetal fibres
  - Origins
  - Characteristics
  - Physico-chemical structure
  - Performance
  - Economic aspects
  - Sustainable alternatives
- Animal fibres
- Synthetic fibres
  Mineral fibres
  Domains of use:
  - Clothing
  - Technical textiles

2. Techniques and Transformation

- Spinning
  - Principles
  - Machines
  - Types of yarn
- Weaving
- Knitting
- Nonwoven processes
- Finishing (ennoblement)
  - Dyeing
  - Printing
  - Coating / lamination
  - Functional finishes
  - Sustainable alternatives
- Application fields:
  - Clothing
  - Technical textiles

3. Technologies and Usage

- Water repellency and waterproofness
- Breathability
- Thermal insulation
- Air permeability and windproofness

Fabric Discrimination and Analysis

- Comparative analysis of fabrics
- Identification of performance differences

Industry Exposure

- Trade fairs
- Company visits (2 × 6h):
  - Chamatex
  - Payen
  - Other industry partners

Skills Developed

- Reading and interpreting textile specification sheets
- Technical discussions with suppliers
- Making performance/cost/sustainability trade-offs

UNIT 502 – Fabrics & Design

522 – Fabrics Performance Laboratory

ECTS: 4	Hours: 37

Assessment:

- Final test
- Outdoor test report
- Lab reports

Objectives

Understand, measure, and analyse the performance of technical textiles used in sports products.

Learning Outcomes

1. Performance Fundamentals

- Understanding major textile functions:
  - Waterproofness
  - Breathability
  - Thermal insulation
  - Moisture management
  - Water management
- Comparing performance levels depending on technologies used
- Engaging in technical discussions with suppliers

2. Protection, Comfort, and Performance

- Comfort
  - Definition
  - Criteria
  - Measurement methods
  - Impact on user experience
- Thermal insulation
- Waterproofness
- Breathability
- Moisture management
- Durability / wear resistance
- Balance between:
  - User needs
  - Activity
  - Environment

3. Additional Functions

- Hygiene
- Safety
- Trends and innovations

4. Testing Methods

- Laboratory tests:
  - Equipment
  - Standards
  - Methodologies
- Field tests:
  - Protocols
  - Data collection

5. Textile Lifecycle & Quality

- Textile maintenance:
  - Washing
  - Drying
- Quality control processes
- Standards and labelling

6. Field Experience

- One-day outdoor test at Mont Veyrier

UNIT 502 – Fabrics & Design

523 – Design Culture(R&D + Sketching)

ECTS: 1	Hours: 14
Assessment: Test + sketchbook	

Objectives

Develop a design mindset combining innovation, research, and visual expression.

Learning Outcomes

Part 1 – Basics of Sport Design & Innovation

- Importance of innovation and R&D in the sports industry
- Key success factors in product innovation

1. Types of Innovation

- Product innovation
- Process and procedural innovation
- Historical and contemporary examples
- Impact on:
    - Performance
    - Weight reduction
    - Cost reduction
    - Accessibility (e.g., Decathlon mass-market approach)

2. R&D Tools and Processes

- Project planning and management
- Team organisation
- Protecting innovation:
    - Intellectual property
    - Patents (INPI, Espacenet)
    - Regulations
    - Technology transfer
- Product design methods:
    - Functional specifications
    - Value analysis
    - Functional analysis
- Financing R&D:
    - Public funding (France, EU, international)

Part 2 – Sketching / Perspective, Shadow & Light

- Developing drawing skills through practice and repetition
- Learning technical drawing methods

1. Practical Exercises

- Observational drawing:
  - Drawing a product placed in the room
  - Improving speed and accuracy
- Learning drawing techniques
- Building confidence in sketching

2. User-Centred Design

- User needs analysis:
  - Personas
  - Usage scenarios
- Visual storytelling:
  - Drawing personas
  - Drawing user journeys

3. Product Ideation

1. Drawing existing products
2. Iterating on ideas through sketches
3. Creating visual highlights explaining design concepts

UNIT 502 – Fabrics & Design	
524 – Product Design(Multi-Part Course)	
ECTS: 4	Hours: 71
Assessment: Moodboard + prototype + design project	

Part 1 – Digital Design & Sports Textile Product Development (2D)

Objectives

- Understand a sports textile product and explain:
  - Main technologies
  - Functional aspects
  - Aesthetics
  - Brand identity
- Develop skills in digital design (2D)
- Participate actively in technical discussions with:
  - Stylists
  - Pattern makers / modelers
- Develop awareness of fashion and trends
- Master digital design tools (Adobe suite)

Learning Outcomes

General Skills Development

- Understanding a sports textile product:
  - Technologies
  - Functions
  - Aesthetics
  - Brand positioning
- Ability to:
  - Engage in technical discussions with design teams
  - Interpret and follow fashion trends
  - Use digital design software effectively

Adobe Tools Practice

- Introduction and practice of:
  - Adobe Illustrator
  - Adobe InDesign
- Application to product design and visual communication

1. Project Overview

- Presentation and understanding of the design project
- Definition of objectives and expected deliverables

2. 2D Design tools – Presentation

- Adobe Illustrator:
  - Interface and main tools
  - Vector drawing basics
- Importance of:
  - Design process
  - Inspiration
  - Computer-Aided Design (CAD)

3. Product Creation Methodology

A. Research Phase

- Exploration and inspiration:
  - Visual references
  - Market analysis

B. Product Analysis

- Analysis of:
  - Brand identity
  - Target market
  - User needs (sportsmen / sportswomen)
- Study of:
  - Trends
  - Market positioning
- Benchmarking:
  - Competitor analysis
  - Product positioning
- Definition of:
  - Target
  - Product direction
  - Theme
- Exploration of:
  - Forms
  - Materials
  - Colours

C. Creation Phase

- In-depth exploration of themes through:
  - Images
  - Illustrations
  - Photography
  - Press and media
  - Materials

- Development of:
  - Colour boards
  - Technical and functional details
  - Graphic elements and illustrations
- Creation of:
  - Patterns and all-over designs
  - Motifs and visual identities
- Adaptation to product constraints:
  - Garments and accessories
  - Cuts and construction
  - Usage and technical requirements
  - Colour coherence

D. Technical Phase

- Creation of specification sheets for production:
  - Prototype
  - Sample
  - Production stages
- Technical design development
- Production follow-up and quality checks

E. Communication Phase

- Understanding the link between:
  - Product design
  - Collection coherence
  - Communication strategy
- Principle:
  - A well-designed collection naturally supports strong communication and marketing

4. SalesPitch

- Presentation of the project to the class
- 5-minute structured pitch:
  - Product concept
  - Design choices
  - Target and positioning
  - Key strengths of the proposal

Part 2 – Colour Design

Introduction

- Colour design careers and applications
- Colour perception (including colour blindness testing)

Colour Fundamentals

- Munsell colour system
- Hue, saturation, lightness

Physics of Colour

- Colour gamut
- Additive synthesis (RGB)
- Subtractive synthesis (CMYK)
- Light box usage
- Metamerism

Colour Tools

- Pantone guides
- NCS system
- Brand identity through colour

Colour in the Sports Industry

- Collections and product ranges
- Performance and segmentation

Workshops

- Pattern creation (manual + Illustrator)
- Colour palette creation
- Moodboard development

Part 3 – Product Development

- Design brief creation
- Visual user journey
- User analysis:
  - Focus groups
  - Questionnaires
  - Interviews
  - Design thinking approach
- Benchmarking and competitor analysis
- Brand identity understanding:
  - Colourways
  - Finishes
- Moodboard creation:
  - Shapes
  - Materials
- Ideation aligned with brief and moodboard
- Prototype (“monster” / mock-up) development

Additional Topics

- Materials sourcing
- Bill of Materials (BOM)
- Introduction to AI tools

UNIT 503 - MANAGEMENT & MARKETING

UNIT 503 – Management & Marketing	
531 – Project Management (Tools & Methodologies)	
ECTS: 2	Hours: 14
Assessment: Written test	

Objectives

Understand team organisation and project management methodologies.

Learning Outcomes / Detailed Course Content

- Team organisation and roles
- Project management methods
- Tools:
  - Gantt charts
  - PERT diagrams
  - Kanban boards

UNIT 503 – Management & Marketing

532 – Product Management – Industrialisation – Economics

ECTS: 4	Hours: 21
Assessment: Test	

Objectives

Understand the full industrialisation process and supplier management.

Learning Outcomes

1. Product Development Process (Apparel)

- Organisational structure and competencies involved
- Pre-design analytical phase
- Line planning
- Trend analysis:
  - Trade fairs (Première Vision, Performance Days)
  - Market research
- Model definition with design and marketing teams
- Collaboration with designers
- Prototype development:
  - First size prototypes (M women / L men)
  - Validation and iteration
- Technical file creation for manufacturers
- Price definition and cost targets
- Production phases:
  - First series
  - Size grading
  - Factory visits and adjustments
- Sales preparation:
  - Collection presentation
  - Sales team support

2. Supplier & Subcontractor Evaluation

- Compliance with social and environmental standards
- Collaboration with testing laboratories
- Verification of:
  - Production capacity
  - Factory location
  - Use of subcontractors

- Financial evaluation (e.g., Dun & Bradstreet reports)
- Factory audits and quality assessment
- Quality control partners (SGS, Bureau Veritas)
- Long-term strategy evaluation

UNIT 503 – Management & Marketing

533 – Product & Service Design

ECTS: 2	Hours: 7
Assessment: Project presentation	

Objectives

Apply design thinking to innovation.

Learning Outcomes / Detailed Course Content

- Brainstorming exercises (card-based tools)
- Idea generation
- User experience design
- Prototype development

UNIT 503 – Management & Marketing

533 – Product Marketing in the Sporting Goods Industry

ECTS: 2	Hours: 12
Assessment: Project presentation	

Objectives

Develop a complete product marketing strategy.

Learning Outcomes

- Introduction to product marketing
- I2P (Idea to Product) process
- Business pack development
- Product lifecycle
- Consumer analysis:
    - Personas
    - Needs

Project Work

- Team formation:
    - Based on expertise
    - Experience
    - Affinity
- Project selection or proposal
- Work throughout the course

Strategic Framework

- Pre-strategy analysis
- Competitor analysis
- Consumer insights
- Innovation and sustainability

USP definition and storytelling

Product brief and design brief

Final project presentations

UNIT 503 – Management & Marketing

536 – Professional Communication

ECTS: --	Hours: 12
Assessment: Project presentation	

Objectives

Prepare students for recruitment and professional communication.

Learning Outcomes

Part 1 – Job Application Process

- CV selection process
- Recruitment stages
- Job advertisement analysis
- CV structure and key elements

  Cover letter writing

  Job search organisation

  Interview preparation:
  - Common questions
  - Answer strategies
  - Questions for recruiters

Part 2 – Individual Coaching

- CV support
- Job search support
- Interview preparation

Part 3 – Online Portfolio

- Creating an interactive portfolio

SPRING SEMESTER

30 ECTS

UNIT 601 - INNOVATION IN SPORTS

UNIT 601 – Innovation in Sports	
611 –Group Project & Innovation Challenge	
ECTS:8	Hours: 120 (Sept-Feb) + 31
Assessment: Group project	

Objectives

Develop innovation projects (full product design & development) in collaboration with industry.

Learning Outcomes

- Innovation project (September–February) with an outdoor company. Assessment in February.
- Group challenge (3-day intensive project)
- Company immersion:
  - Visit to Salomon
  - Analysis of product innovation
  - Identification of high-potential innovations

UNIT 602 - PRODUCT DEVELOPMENT, ECONOMICS & INNOVATION

UNIT 602 – Product Development, Economics & Innovation	
621 –Design VisionThrough Footwear	
ECTS:1	Hours: 8
Assessment: Test shoe rendering	

Objectives

Understand footwear design representation.

Learning Outcomes

- Shoe drawing:
  - Sketching
  - Rendering

UNIT 602 – Product Development, Economics & Innovation	
621 –Design VisionThrough Footwear	
ECTS:2	Hours: 33 (including PRO WINTER Bolzano (international fair)
Assessment: • Written exam • Group oral (case study) • Written report	

Objectives

Understand textile manufacturing and innovation in a sustainability context.

Learning Outcomes / Detailed Course Content

- Fibre identification tests
- Textile innovations
- Quality control and standards
- Metrology
- Materials:
  - Specifications
  - Labelling
  - Case studies
- Technologies and applications
- Supplier interactions (ingredient brands)

- Industry exposure

- PROWINTER Bolzano – 3 days

UNIT 602 – Product Development, Economics & Innovation	
621 –Design VisionThrough Footwear	
ECTS:1	Hours: 16
Assessment: Group project	

Objectives

- Analyse and improve sports glove design
- 1-day company immersion: Decathlon Mountain Store (Concept Centre)

Learning Outcomes

- Technical vocabulary
- Product analysis (construction, materials)
- Hand measurement
- Product benefits identification
- Lifecycle improvement proposals

UNIT 602 – Product Development, Economics & Innovation	
621 –Design VisionThrough Footwear	
ECTS:4	Hours: 40
Assessment: Final multidisciplinary project	

Objectives

Develop a complete, market-ready product.

Learning Outcomes / Detailed Course Content

1. Design & Technical Development

- Tech pack creation:
  - Shapes
  - Materials
  - Colourways
  - Usability details
- Graphic integration
- Colour strategy

2. Workshops

- Design validation
- Alignment between concept and technical specifications

3. Sourcing

- Material and accessory sourcing:
  - Technical constraints
  - Cost constraints
  - Environmental constraints
- Supplier identification:
  - Trade fairs
  - Online research
  - Factory visits

4. Technical Development

- Technical drawings
- Seam selection
- Accessories integration
- 2D vs 3D visualisation

5. Production Tools

- BOM creation
- Gantt planning
- Size charts

6. Pattern Making & Sewing

- Component analysis
- Pattern cutting
- Fabric preparation
- Sewing machine usage
- Step-by-step assembly

Final Evaluation Criteria

- User needs definition
- Benchmarking
- Brand identity
- Concept development
- Moodboards
- Technical pack
- Prototype
- BOM and costing
- Supplier interaction
- Product relevance and argumentation

UNIT 602 – Product Development, Economics & Innovation	
621 –Design VisionThrough Footwear	
ECTS:1	Hours: 15
Assessment: Written test	

Objectives

Understand industrial and supply chain challenges.

Learning Outcomes

- Production management challenges
- Supply chain trade-offs
- Bottleneck analysis
- Inventory management
- Total cost of ownership

UNIT 602 – Product Development, Economics & Innovation	
621 –Design VisionThrough Footwear	
ECTS:1	Hours: 8
Assessment: Written test + MCQ	

Objectives

Understand footwear construction and development processes.

Learning Outcomes

- Footwear industry roles
- Types of footwear
- Shoe components
- Development timeline
- Role-play:
    - Project team
    - Testing unit
    - Supplier

UNIT 603 - Professional Experience

UNIT 603 – Professional Experience	
Internship	
ECTS: 12	Duration: 4-6 months
Assessment: • Internship report • Presentation • Company evaluation	

Full immersion in a company (design, development, or industrial environment).

Licence Professionnelle
Bachelor's Degree

OSDD

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