MODULE DESCRIPTIONS

CREATIVE DESIGN

The module introduces students to the theoretical principles of design, elementary drawing (including technical drawing) and observation skills. Students will be able to use proportion for the design process and apply fundamental design processes and elements of design to the fashion context. Students will be able to find inspiration from external sources to create visual storyboards and use presentation techniques.

END-USER COMPUTING

Microsoft Office Suite, equipping them with the necessary skills to proficiently utilise standard MS Office practices relevant to the fashion industry.

GARMENT CONSTRUCTION

In this module, students will develop the ability to use basic garment construction equipment effectively and efficiently. The module will support the unpacking of the order of construction that will allow students to sew garments at a foundational level. Students will be able to translate basic patterns (2D) into a 3D garment.

HISTORICAL FASHION STUDIES

Students will be introduced to specific fashion items prevalent during specific eras. Students will review these scaffolded influences that had an impact on the evolution of fashion throughout history. Students should be able to link these historical influences on their own designs and should be able to understand that fashion aligns with economic, political, and social conditions.

MARKETING AND BRAND MANAGEMENT

Students will be introduced to the concept of marketing within the fashion industry. The module will outline the marketing process and principles, the role of a marketing practitioner in a fashion business, the factors that influence the macro-and micro-environment and the role of branding. This knowledge will support the student's ability to identify a competitive advantage for their own designer brand, to be able to conduct a basic SWOT analysis and develop a basic marketing plan.

PATTERN DESIGN

The primary focus of this module is on developing students' ability to apply elementary measuring and drafting methods. The module will assist students in understanding and applying proportion, constructing mock-ups, and creating basic patterns in line with entry-level pattern-making positions in the fashion industry.

TEXTILES AND FASHION

Students will explore the relationship between the textile industry and the fashion industry with a clear focus on sustainability. Upon completing the module, students will be able to identify various textiles and explain their use, recognise the different compositions of textiles, describe the different types of textiles, and use jargon associated with textiles to discuss how textile technology impacts fashion.

TREND ANALYSIS

Students will be guided through the process of identifying fashion trends in the manufacturing, creative and commercial fields. The module will develop the student's ability to recognise the influence of trends within the industry (Which consumers and markets would adopt a trend). Students will be able to understand and apply trend-related information and will be able to develop the skill to identify trends' influence on a brand or retailer.

VISUAL MERCHANDISING

The students will be introduced to various types of displays, display components, shop fixtures and fittings to develop their ability to create a visually appealing window display for a specific fashion brand. Students will be able to use visual communication to promote sales through aesthetic design choices. The module will develop the skills required to support students' entry into the world of work as junior visual merchandisers.