

## MODULE DESCRIPTION

### DIGITAL PHOTOGRAPHY

This module will enable students to use smartphone technology to produce product photographs or flat-lay photographs used in digital and print media. Students will be able to take photographs both in-studio and in the natural environment in a manner that represents the outcomes desired by the client. Students will become familiar with and apply photographic principles and creative principles within this creative discipline. Smartphone images reflect branding in social media and advertising. The student will learn how to transform images through good composition, framing, creative use of natural and studio lighting and editing skills to develop their own unique visual communication technique that responds to client needs within the fashion media context

### FASHION COMMUNICATION AND DESIGN

The purpose of this module is to enable students to communicate via digital technology. Students become familiar with the different components of a computer and can identify the difference between a PC and a Mac operating system. Students are able to use the functions associated with the Microsoft Office Suite for the purpose of communication within the fashion industry. Students will be competent to use the Internet to conduct research and will be able to navigate worldwide trend websites. Students will then use research collected for the creation of aesthetically pleasing visual narratives as per the various styling contexts. Students will also use Computer Aided Design (CAD) as it relates to the fashion and media industries.

### MAKE-UP DESIGN AND APPLICATION

In this module, students will be provided with fundamental make-up application and direction skills that will be used in styling for retail, print, editorial, special events, and runway projects. The students will have the ability to create make-up looks that are stylised and reference the context or event. Students will be able to combine clothing, accessories, props, and make-up to create a visual narrative that will represent the client's brief. Students will also practice good hygiene and professional conduct and will develop excellent collaboration and communication abilities.

### STYLING

The purpose of this module is to enable the students to explore the role of the stylist in the fashion industry and to position this role within the creative fields of fashion retail and media. Students will engage with the art of dressing where they will explore various face and body shapes and create 'looks' using clothing, accessories, and make-up in relation to the client brief. Students will learn to use clothing, accessories, and make-up as a visual narrative and will communicate ideas and concepts using stylistically developed mood boards and storyboards. Students will apply the skills of styling online/digitally (including for television) and in the physical retail environment and will have the ability to manage the role of the stylist within the wardrobe department. These students will be proficient at styling according to a client brief as well as directing the styling process to achieve the outcomes of the brief. Students will work collaboratively with the styling team to create products that visually communicate the requirements of the client.

### VISUAL MERCHANDISING

Students will be able to use their styling and artistic abilities to create trend-driven, visually appealing merchandise displays for physical storefronts and online retail. The students will have the ability to demonstrate marketing and visual selling techniques through the creation of visual displays that relate to and appeal to a specific consumer market. This student will have the ability to collaborate effectively with a creative team to construct displays that successfully communicate the client's brand and promotional requirements.

### WORK INTEGRATED LEARNING

Students participate in non-workplace Work Integrated Learning (WIL) through a specific number of hours focused on project-based, problem-based, and work-directed theoretical learning. The program includes guest lectures from fashion industry professionals, field trips to industry sites, and fashion brand-endorsed assessments based on real-world briefs that need to be completed by students to prepare them for the industry.