

MODULE DESCRIPTION

BUSINESS MATHEMATICS

This is a foundation-level module that aims to provide students with an understanding of and an ability to apply a range of mathematical techniques to real-world situations in a quantitative manner. The competencies gained in this module will be required in most other modules.

BUYING & MERCHANDISING

Buying & Merchandising develops students' theoretical and practical knowledge of fashion buying and merchandising. It equips students with the skills that are required to succeed in the fast-paced, competitive, local and global industries. Focus is also placed on students' understanding of buying and merchandising strategies, plans, and processes within this fashion retail industry.

COMPUTER LITERACY AND DESIGN

Computer Literacy and Design facilitates the practical skills to employ computer software (Adobe) as a creative design tool. Students will be able to use these computer design skills to generate, analyse, edit and refine creative concepts that align with the requirements of the world of work that extends beyond the context of the fashion industry.

DIGITAL FASHION MARKETING

The purpose of this module is to provide students with digital marketing skills. Students need to understand how decisions and choices are made in the digital marketing world. Digital marketers must ensure that brand engagement leads to turnover and revenue. This module will highlight how digital marketing affects visibility, embraces new technology and communicates to target audiences. Students will understand how a brand should consider various channels in terms of what can and should be communicated on each.

END-USER-COMPUTING

End-user Computing equips students with the necessary skills to proficiently utilise standard Microsoft Office programmes relevant to the fashion industry.

EXPERIENTIAL LEARNING

Experiential Learning allows students to apply their knowledge and skills within the occupational fields of fashion buying, merchandising and marketing. Students are placed in the world of work to complete internships through institutional partnership arrangements in fashion retail and manufacturing companies.

FASHION BRAND COMMUNICATION

Fashion Brand Communication provides students with insight into the world of fashion branding and its characteristics. By understanding the key terms and processes of marketing and branding, students will learn how to recognise, evaluate, and apply the core functions of marketing and branding in the broader fashion context.

FASHION PRACTICE

Fashion Practice prepares graduates for entry into the commercial world of fashion production. This module focuses on the required skillsets of basic production practices that include coordination, merchandising, grading and product development.

FASHION THEORY

Fashion Theory focuses on developing students' critical analysis of fashion as a theoretical construct. Students are guided through appropriate research methodologies to be able to discuss sociological, cultural, economic and philosophical factors that influence fashion. This module challenges students to debate fashion as a form of visual communication, identity, concept, and phenomenon.

MERCHANDISING COSTING & PLANNING

Merchandising Costing and Planning develops students' ability to use mathematical accuracy of costing within calculations within the buying context. Students will be guided to utilise specific calculations and planning principles to formulate strategic business decisions within a buying context.

STYLING

Styling explores the creative use of design elements and principles, personal branding and visual communication that align with the skill set of a professional stylist. Students will be able to style in accordance with the needs of a client and will be able to propose "looks" that align with the current fashion trends within the local and global contexts while understanding underlining references to a specific theme communicated within the final styled look.

SUPPLY CHAIN MANAGEMENT

The module covers technical subjects such as logistics, distribution channels, supply chain systems and techniques, supply chain design, and omnichannel fulfilment. Additionally, it addresses broader business themes that place supply chain management (SCM) activities within the context of strategic decision-making, including globalisation, sustainability, and corporate social responsibility (CSR). Students will be able to apply these skills and knowledge sets in a fashion merchandising role.

TEXTILES AND FASHION

Textiles and Fashion introduce students to the creative, technical, commercial, and technological applications of fabrics used in the fashion industry. Textiles are the fundamental medium that fashion practitioners use to create with. This module supports students to become proficient in identifying and utilising textiles and understanding the relationship between them and the fashion industry at large.

TREND ANALYSIS

Trend Analysis enables students to analyse the current developments in the industry to contextualise, translate and determine future trends. These developments are found in creative, technological, sociological, cultural, economic and philosophical contexts. Students are equipped with trend-specific methodologies to disseminate micro and macro trends that represent commercial value.

VISUAL COMMUNICATION IN RETAIL

Visual Communication in Retail is a second-year module that focuses on applying relevant encoding and decoding communication models to targeted marketing messages in window displays. Students will have to incorporate these communication models with the elements and principles of design to construct eye-catching window displays that communicate a branded message to a defined target market.

VISUAL MERCHANDISING

Visual Merchandising develops the student's understanding of the role of visual merchandising within the fashion retail sector. This visual skill supports retail strategies of communicating with the customer to promote selling and sensory engagement.

WINDOW DISPLAY DESIGN

Window Display Design is a second-year module that guides the students to present a concept for brand approval in accordance with industry practices. Students will also conceptualise a window design by applying visual communication techniques that support effective marketing in promotional window displays.

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COMPUTER LITERACY AND DESIGN

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CREATIVE DESIGN

Creative Design explores the principles and elements of design in preparation for the construction of the garment extending from ready-to-wear to Avant-Garde styles. Students will continue to enhance and refine their design skills throughout the programme. The amalgamation of these conceptual skills will realise the design of a complete range directed at a specific target market.

END-USER-COMPUTING

End-user Computing equips students with the necessary skills to proficiently utilise standard Microsoft Office programmes relevant to the fashion industry.

EXPERIENTIAL LEARNING

Experiential Learning allows students to apply their knowledge and skills within the occupational fields of fashion design, pattern design and garment construction. Students are placed in the world of work to complete internships through institutional partnership arrangements in fashion design, retail and manufacturing companies.

FASHION BRAND COMMUNICATION

Fashion Brand Communication provides students with insight into the world of fashion branding and its characteristics. By understanding the key terms and processes of marketing and branding, students will learn how to recognise, evaluate, and apply the core functions of marketing and branding in the broader fashion context.

FASHION TECHNOLOGY

Fashion Technology introduces students to the fundamental principles of industry-appropriate pattern-making software tools while building on knowledge gained from Creative Design, Pattern Design and Garment Construction. Students will learn how to use virtual garment prototyping software (such as Browzwear) and will be able to practice this process during classes. Students will further be provided with insight into different digital solutions used by the industry for the purpose of design and pattern-making. Students will develop the insight to comment on the usefulness of these tools in relation to their own designs.

FASHION THEORY

Fashion Theory focuses on developing students' critical analysis of fashion as a theoretical construct. Students are guided through appropriate research methodologies to be able to discuss sociological, cultural, economic and philosophical factors that influence fashion. This module challenges students to debate fashion as a form of visual communication, identity, concept, and phenomenon.

GARMENT CONSTRUCTION

Garment Construction facilitates and develops the practical skills required for the construction of a garment. These skills include fabric manipulation, sewing and finishing techniques. Students will continuously understand how different fabrics influence construction techniques, machine specifications, trims and decorative elements. The garment construction practicum enables students to achieve the desired silhouette, proportion, fit and detail within the context of specific market-related fashion categories.

PATTERN DESIGN

Pattern Design develops students' ability to interpret design information into two-dimensional patterns effectively. This design component will allow students to construct a garment's silhouette, proportion, fit and detail accurately according to industry-related pattern-making practices. These practices support the commercial standards for creating commercially viable patterns for specific fashion categories.

TECHNICAL DRAWING

Technical Drawing equips students to analyse, interpret and translate a wide range of clothing design information into reliable technical drawings used in the pattern and garment production processes. This module also instils in students the correct jargon (specific garment terminology and fashion vocabulary) that further develops the holistic fashion professional.

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MODULE DESCRIPTION

BEAUTY MAKE-UP APPLICATION

Beauty Make-up Application is a first-year module that facilitates a range of visual elements and techniques that equip the students to apply a prescribed beauty make-up on dark and light skin tones. Emphasis is placed on the execution and practice of professional ethics, etiquette and workmanship that align with industry standards.

COMPUTER LITERACY AND DESIGN

Computer Literacy and Design facilitates the practical skills to employ computer software (Adobe) as a creative design tool. Students will be able to use these computer design skills to generate, analyse, edit and refine creative concepts that align with the requirements of the world of work that extends beyond the context of the fashion industry.

CORRECTIVE MAKE-UP APPLICATION

Corrective Make-up Application is a first-year module that focuses on the key theoretical principles of corrective make-up for skin, face, eye, and lip shape classifications. Students will practically explore how to correct and enhance facial features and proportions using technical and creative applications. These industry-specific applications include colour mixing, colour matching, highlighting and contouring.

DIGITAL FASHION MARKETING

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END-USER-COMPUTING

End-user Computing equips students with the necessary skills to proficiently utilise standard Microsoft Office programmes relevant to the fashion industry.

EXPERIENTIAL LEARNING

Experiential Learning allows students to apply their knowledge and skills within the occupational fields of fashion media, styling, photography and make-up. Students are placed in the world of work to complete internships through institutional partnership arrangements in fashion media, design and manufacturing companies.

FASHION BRAND COMMUNICATION

Fashion Brand Communication provides students with insight into the world of fashion branding and its characteristics. By understanding the key terms and processes of marketing and branding, students will learn how to recognise, evaluate, and apply the core functions of marketing and branding in the broader fashion context.

FASHION BROADCASTING

Fashion Broadcasting is a second-year module that develops an informed understanding of the core areas of local fashion media. This module explores the need to establish benchmark practices in podcasts, fashion blogs, visual catwalk reports, fashion marketing and journalism (print or digital). Students will develop the necessary practical skills that align with industry trends within the fashion media context.

FASHION MEDIA

Fashion Media at a first-year level will develop a basic understanding of how representation works in the context of fashion media. Students will explore specific skills and practices related to blogging that include writing posts and interacting with online media. At a third-year level, students will explore the idea of fashion film as a concept. This invites creativity and conceptual playfulness to communicate ideas through the production and editing of fashion films.

FASHION PHOTOGRAPHY

Fashion Photography builds on second-year modules, Introduction to Photography and Fundamentals of Digital Fashion Photography, and focuses on developing students' understanding of principles, techniques and terminology of studio fashion photography practice. Students conceptualise and execute fashion stories through research in related fields such as popular culture, art, music, theatre and create visually arresting fashion images.

BACHELOR OF ARTS IN FASHION (MEDIA ELECTIVE) - CL

FASHION PUBLIC RELATIONS

Fashion Public Relations (PR) is a second-year module that develops the skill set required for the PR office. This includes effective written communication as key to this media practice, including the PR KIT: press releases, advertising blurbs, marketing material, and communication strategies.

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FUNDAMENTALS OF DIGITAL FASHION PHOTOGRAPHY

Fundamentals of Digital Fashion Photography is a second-year module that focuses on integrating principles, techniques and processes of digital photography. This module teaches students to work with studio equipment and apply portrait and beauty lighting, fashion lighting, and soft and hard lighting to fashion shoots.

INTRODUCTION TO FASHION PHOTOGRAPHY

Introduction to Fashion Photography is a second-year module that introduces students to basic principles, techniques and terminology that underpin the function and application of digital photographic practices. Students will technically explore shutter speeds, ISO and apertures. Simultaneously, students will begin to focus on developing appropriate composition skills.

MAKE-UP

Make-up is a second-year module that facilitates creative problem-solving within make-up application methods and procedures. Students will be working according to a client brief and tasked to create advanced applications of key make-up looks using their signature style. This industry simulation will develop the students' ability to think conceptually and solve problems creatively.

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VIDEOGRAPHY FOR SOCIAL MEDIA

This module aims to induct students into the basic principles of video filming and editing for social media platforms (YouTube, TikTok and Instagram). Students will use smartphone cameras to capture motion imagery while adhering to static photography's fundamental principles and elements. Students will create engaging visual content within a marketing context as per the specifications of relevant social media platforms.

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