

MODULE DESCRIPTION

DIGITAL AIDED DESIGN

This module assists students to communicate their creative concepts through the process of computer aided design (CAD) to develop their digital design and technical skills. Students are introduced to the digital applications and software used as part of fashion design methods. At the end of this module students will be able to create a basic digital layout and technical drawing for fashion design. The module will also introduce students to fashion websites used to research fashion trends and source inspiration for fashion design projects.

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 PRACTICE

This foundational module develops essential professional skills for fashion industry success. Students create comprehensive professional profiles, establish digital presence, and build industry-standard portfolios showcasing their creative vision and technical competencies. Through hands-on projects, students develop personal branding strategies, client relations, and learn presentation techniques essential for both design and styling career pathways. This module prepares students for professional practice by integrating creative skills with business acumen and industry networking capabilities.

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.