

Fashion Image Design

QF Level: 3 QR Registration No.: 17/000844/L3 Registration Validity Period: 01/01/2018 - 31/08/2021

Course Features

Course Aims

This course provides students with access to the latest developments in fashion image design and develops their creativity, communication skills, team spirit and people skills through interactive learning and teaching activities. The course also helps students better prepare for further studies and/or employment in the fashion image design industry.

Simulated Learning Environment

Equipped with industry-standard facilities and equipment, e.g. make-up and hair studios, design studio, etc. for students to practise related knowledge and skills.

Learning Modules

1. Features of Fashion Image Design Industry (9 hours)

- Fashion image design industry profile
- Roles and work ethics for fashion image designers
- Research on retail fashion market

2. Fashion Design Basics (33 hours)

- Fashion drawings and illustrations
- Colours, textures and upcycling effects
- Lines, forms and silhouettes

3. Fashion Technology (60 hours)

- Contemporary fashion image appreciation
- Basic 3D modelling techniques
- Garment technology and prototyping

4. Fashion Styling (48 hours)

- Trend analysis and evolution
- Fashion styling and coordination
- Fashion portfolio preparation and presentation

5. Concept of Total Look (30 hours)

- Fashion make-up
- Hair styling fundamentals
- Personal image creation

Diversified Learning and Teaching Activities

There will be visits to fashion exhibitions / museums/fabric markets, fashion image show production and presentation, demonstrations and sharing sessions by professionals, role plays, practical training, project learning, "mySTYLE" Fashion Image Show, etc.

Professional Recognition

This course has been registered in the Qualifications Register as a certificate programme at Qualifications Framework (QF) Level 3. Students will also obtain a QF Level 3 certificate in addition to HKDSE qualification upon successful completion of the course.



You may scan this QR code to view the highlights of "mySTYLE 2017"



Ms. Genie Yam, Fashion Director, Cosmopolitan Hong Kong

"I am truly impressed by students' performance in the 'mySTYLE' Show. Students have to complete the whole project, including designing their own collection and producing the outfits on their own with originality and creativity. They are so determined and put in every effort in pursuit of their dreams in fashion and image design."

Articulation Pathways

Further Studies

Courses related to fashion image design, hair and make-up styling or styling and photography, fashion design with accessories design or knitwear design, fashion branding and buying with branding and communication, product development and sourcing, retail buying and management or visual merchandising, fashion media design, fashion design menswear, costume design for performance, etc. For example, here are several related courses offered by the Technological and Higher Education Institute of Hong Kong (THEi) / Hong Kong Design Institute (HKDI) :

- Bachelor of Arts (Honours) in Fashion Design
- Higher Diploma in Fashion Image Design
- Higher Diploma in Fashion Design
- Higher Diploma in Fashion Branding and Buying
- Higher Diploma in Fashion Media Design
- Higher Diploma in Costume Design for Performance
- Higher Diploma in Fashion Design Menswear

Employment

Careers in fashion design, image design, fashion styling, hair styling, visual merchandising, fashion retailing/buying, fashion photography/media, hair/cosmetics products marketing, fashion journalism, etc.



Class Arrangement

Mode 1

Every Saturday 9:00 - 13:00 OR
Every Saturday 14:00 - 18:00

Venue:

VTC School of Business and Information Systems
81 Hing Shing Road, Kwai Chung, N.T.

(Remark: Final arrangement may be subject to change with respect to the confirmed number of enrolment.)

Mode 2

Subject to mutual agreement between the school and the VTC.

Selection Arrangement

Students are required to attend a group interview. Selection is based on student's interest towards the industry, aptitude, communication and language skills.

Course Fee

\$15,300 (Course fee is fully subsidised by the EDB and secondary schools.)