

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.

Diversified Learning and Teaching Activities

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

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.

Professional Recognition

Students will obtain a Qualifications Framework (QF) Level 3 certificate in addition to HKDSE qualification upon successful completion of the course.



Highlights of
“mySTYLE 2019”



Facebook Page
VTCFIDApl



Instagram
@APL_IMAGE_DESIGN

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 (48 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. Fashion Photography (12 hours)

- Photography skills and basic exposure techniques
- Editorial shooting skills and art direction

6. Concept of Total Look (30 hours)

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



*The re-accreditation will be conducted in 2021.

Miss Pavlor Chan, Creative Director, odbo Far East Fashion (Shenzhen) Co. Ltd.



“Students have demonstrated an excellent team spirit at the ‘mySTYLE’ show. I was deeply moved by the fact that students could freely express their child at heart and pure idea in their collections. Applied Learning serves as a precious platform with plentiful resources for students to develop and showcase their creativity and skills, having their design realized from classrooms to runways.”

Mr. Don Li, Entertainment Artist



The collections in the ‘mySTYLE’ show were of high standard and very impressive. The show might carry students’ aspiration for future career or dreams, so I am glad that the course provider offered such a resourceful platform for students to realize their design.

Articulation Pathways

Further Studies

Courses related to fashion image design, hair and make-up styling or fashion styling and photography, fashion design with accessories design or knitwear design, fashion branding and buying with branding and communication, product development and sourcing, retail management or visual merchandising, fashion media design, fashion design menswear, costume design for performance, etc. For example, there 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



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

Saturdays 9:00 – 13:00 OR
Saturdays 14:00 – 18:00

Venue:

Hong Kong Design Institute (HKDI)
3 King Ling Road, Tseung Kwan O, N.T.

Remark: Final class venue / time may be subject to change with respect to the confirmed number of enrolment and other special circumstances.

Mode 2

Subject to mutual agreement between the school and the VTC.

Selection Arrangement

Students are required to attend a group interview or an online interview / assessment. Selection is based on student’s interest towards the industry, aptitude, communication and language skills.

Course Fee

\$16,270 (Course fee is fully subsidised by the EDB.)