



Fashion Image Design



QF Level: 3 QR Registration No.: 17/000844/L3 Registration Validity Period: 01/01/2018 - 31/12/2025

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/retail 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, fashion technology 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.



LEARNING MODULES

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

- Fashion image design industry profile
- Roles and work ethics of 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



Highlights of "mySTYLE 2021"



Facebook Page VTCFIDApL



Instagram @APL_IMAGE_DESIGN



Mr. Brian Tam, Fashion Director of b10Studio

"Designers have the most room to design without burden. The students' works are very creative, excellent in the use of materials and colours."



Ms. Zurica Chow, Founder and Design Director of HERMANA

"When I knew that the students were able to produce such a Design Collection within less than 120 hours of study, which was completely beyond the standard, I have been optimistic about the new generation of designers."



Articulation Pathways

Further Studies

Course related to Fashion Design (Accessories Design/ Knitwear Design/ Greater Bay Area Practice), Fashion Image Design (Hair and Make-up Styling/ Styling and Photography), Fashion Media Design, Costume Design for Performance, Digital Fashion Branding and Buying (Buying and Omnichannel Management/ Product Development and Sustainability/ Visual Merchandising and Digital Branding), 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):

- Higher Diploma in Fashion Image Design
- Higher Diploma in Fashion Media Design
- Higher Diploma in Costume Design for Performance
- Higher Diploma in Fashion Design
- Higher Diploma in Digital Fashion Branding and Buying

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

(Lessons may also be scheduled during summer holidays.)

Every Saturday 09:00 – 13:00 OR

Every Saturday 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 and communication skills.

Course Fee

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