



Fashion Image Design



QF Level: 3 QR Registration No.: 17/000844/L3 Registration Validity Period: 01/01/2018 - 31/08/2026

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. Fashion Image Design Profession (10 hours)

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

2. Fashion Illustration (30 hours)

- Basic elements of figure drawing and production sketch
- Application of colour rendering with fashion drawing media
- Drawing for garments, fashion materials and accessories

3. Fashion Design Concept Development (40 hours)

- Research skills and concept development
- Fashion design and upcycling concept
- Fashion design portfolio presentation and communication

4. Garment Technology (52 hours)

- Basic sewing
- 3D modelling and basic block construction
- Design and prototyping

5. Fashion Image Photography (12 hours)

- Appreciation of photography art
- Editorial Photography and Art Direction

6. Image Design Process Development (36 hours)

- Fashion make-up
- Hair styling fundamentals
- Creation of fashion image
- Integration of fashion image design



Highlights of "mySTYLE 2023"



Facebook Page VTCFIDApl



Instagram @APL_IMAGE_DESIGN



Mr Kenny Li Creative Director of FAVE

"In the results of this year's "mySTYLE" design competition, everyone agreed that it is the best creative presentation, especially the champion collection; both materials and color matching are very ideal."



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

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, 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) :

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

*Students who have successfully completed this ApL course and meet the exemption criteria of the related VTC programme are eligible for a 26-39-hour module exemption. (Subject to the internal approval of VTC)

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

S4: Every Saturday 09:30 – 12:30 OR 13:30 – 16:30
S5: Every Saturday 09:00 – 13:00 OR 14:00 – 18:00

Venue

- Hong Kong Design Institute (HKDI)
3 King Ling Road, Tseung Kwan O, N.T. OR
- Youth College (Kwai Chung)
13-19 San Kwai Street, Kwai Chung, 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

\$17,000 (Course fee is fully subsidised by the EDB.)