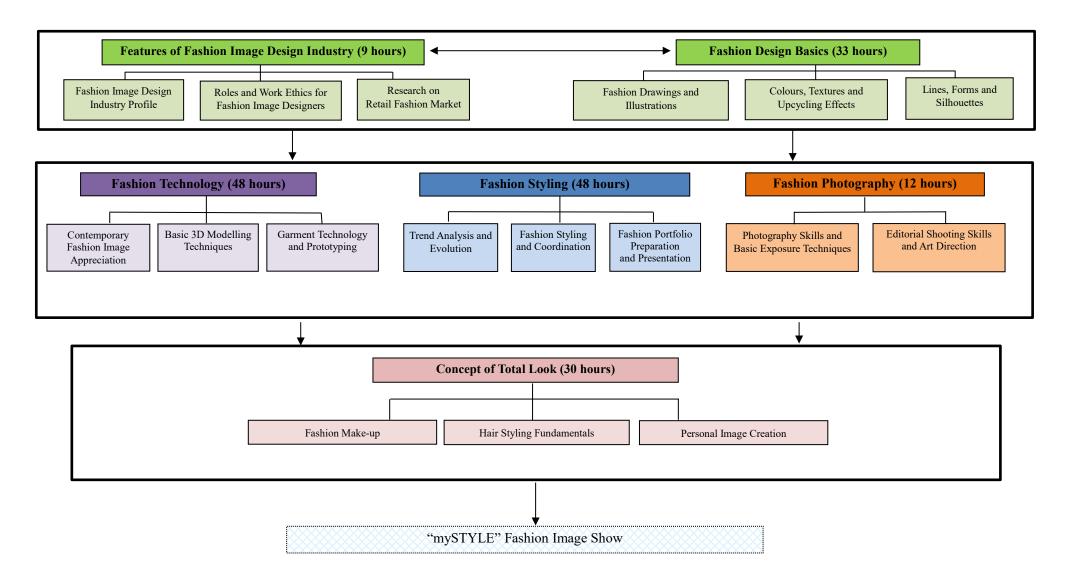
# **Applied Learning**

# 2022-24 Cohort; 2024 HKDSE

Item	Description
1. Course Title	Fashion Image Design
2. Course Provider	Vocational Training Council
Area of Studies/     Course Cluster	Creative Studies/Design Studies
Medium of     Instruction	Chinese or English
5. Learning Outcomes	<ol> <li>Upon completion of the course, students should be able to:</li> <li>appreciate the lifestyle changes and trend developments in the fashion image design industry over the past century;</li> <li>demonstrate a basic understanding of the importance of work ethics and responsibilities required of a fashion image designer;</li> <li>apply fundamental fashion construction and image styling skills and techniques to create appropriate fashion image design outputs;</li> <li>demonstrate the ability to create and present original design concepts in terms of fashion illustrations and photographic images which can cater for the needs of various clientele;</li> <li>integrate communication skills, team building skills as well as critical thinking skills in creating new fashion or image design outputs needed for individuals and mass market; and</li> <li>develop self-understanding for further studies and career development in the related field.</li> </ol>

### 6. Curriculum Map – Organisation and Structure



Draft as at December 2021

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#### 7. The Context

- The information on possible study and career pathways is provided to enhance students' understanding of the wider context of the specific Applied Learning course. Students who have successfully completed Applied Learning courses have to meet other entry requirements as specified by the institutions.
- The recognition of Applied Learning courses for admission to further studies and career opportunities is at the discretion of relevant institutions. The Education Bureau and the course providers of Applied Learning are exploring and seeking recognition related to further education and career development opportunities for students successfully completing the Applied Learning courses.

#### Possible further study and career pathways

#### Further studies

e.g. fashion image design with 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; costume design for performance

#### Career development

• e.g. **positions at entry level** (e.g. assistant fashion designer, assistant image stylist, assistant fashion photographer, fashion coordinator, fashion buyer, fashion media journalist, visual merchandiser, assistant make-up or hair stylist, cosmetic products marketing executive) and **positions at managerial level** (e.g. fashion designer, creative director, art director, image consultant, costume designer for film and TV, cosmetic products consultant, fashion editor, fashion photographer, make-up artist, hair stylist)

# Relations with core subjects and other elective subjects

#### Enhancing and enriching, e.g.

enhancing the breadth and depth of studies of Technology and Living (Fashion, Clothing & Textiles Strand) by applying the design concepts such as forms, shapes, patterns and colours through hands-on fashion image design activities

#### Cross-fertilisation, e.g.

- applying the common concepts of this course and Visual Arts and Design and Applied Technology such as visual considerations and design and communication, consolidates and reinforces the learning across subjects
- applying the common knowledge of this course and Chemistry such as colour on dyes for textile materials and hair products, consolidates and reinforces the learning across subjects
- applying the common knowledge of this course and **Biology** such as animal skin property, consolidates and reinforces the learning across subjects

#### Expanding horizons, e.g.

 students taking Science subjects may broaden their views and enhance their all-round development through studying garment technology and prototyping

#### Consolidating and synergising students' studies, e.g.

students undertake an in-depth study project and participate in the "mySTYLE" fashion image show to integrate the knowledge and skills acquired and developed in their prior learning

#### Cluster of professions/trades/industries related to the course

e.g. fashion design, image design, fashion styling, hair styling, visual merchandising, fashion retailing/buying, fashion photography/media, hair/cosmetic products marketing and fashion journalism

#### Future global and local outlook

- the ability of creative individuals in adding value to fashion image design-related services or products benefits Hong Kong as a place distinguished by its fusion of Chinese and Western cultures, with a competitive market niche
- the various factors in the macro and micro environment help sustain Hong Kong's position as a competitive market niche (e.g. the signing of the Closer Economic Partnership Arrangement helps boost the demand of fashion stylists, image designers, make-up artists and hair stylists)
- the global and local economic and social developments influence the content and style of creative products and services (e.g. the growing demand of workforce with sufficient knowledge and skills in the "Total Look" concept and the changing expectation on the beauty and hair salons to offer a full range of services and retail products)
- the technological advances alter the media of creative communication

#### Beginners' skill set to facilitate entry to further studies and/or work

- observe the legal and ethical principles related to the fashion image design industry (e.g. respect for originality and observation of intellectual and cultural property rights)
- identify the artistic practice in a variety of creative domains and discuss the fashion image design works in terms of originality, the practitioner's artistic and aesthetic choices, and the address made to the intended audience/customers
- analyse the research findings and give presentation to support the business viability of fashion products or image styling services
- evaluate cultural and artistic works and employ appropriate critical terms for fashion products or image styling services
- integrate diverse materials for fashion products or image styling services with different media of communication to form sound and autonomous judgments and to present ideas and views effectively
- employ the knowledge in meeting goals and defining, structuring and setting boundaries for creative fashion products or image styling services
- identify the aptitudes and abilities required in the fashion image design industry and plan a personal roadmap to different levels of qualifications

# 1

#### Foundation knowledge developed in junior secondary education and Secondary 4

The course is built upon the foundation knowledge students acquired in, e.g.

- Chinese Language Education and English Language Education communication skills (verbal and written)
- Mathematics Education measurements and scale
- Arts Education appreciation and evaluation in arts
- Science Education fundamental scientific concepts and inquiry skills
- Technology Education technology as a value-added process

#### Relations with other areas of studies/ courses of Applied Learning

#### Services

 the customer-focus concepts from the area of studies of **Services** can contribute and be transferred to the customer service requirement in fashion image design

#### Other Areas of Studies

the innovation in **Creative Studies** can enhance students' creative thinking skills which will be useful in other areas of studies