

UNDERGRADUATE PROGRAM

FASHION DESIGN & TECHNOLOGY
BA(HONS)



PROSPECTUS 2019-2020



IMAGE
FASHION
COLLEGE



**CREATIVITY
STARTS
HERE**



BACHELOR FASHION DESIGN & TECHNOLOGY

The Bachelor Fashion Design and Technology is the Image Fabrics signature program. It combines the Sub-continent Heritage with the latest technological changes and an international perspective to meet the current fashion industry requirements.

The innovative teaching methods mixing traditional lectures, practical workshops, personal researches, experimentation, peer to peer presentations and various visits, lead students to become creative and pragmatic, curious and analytical, imaginative and excellent technicians and prepare them to the possibility of an international career. The one to one approach allows them to develop their own creative universe while being adaptable to different styles, types of brand and market segments at the same time.

This very complete, intensive, varied and exciting program trains fashion lovers to the jobs of Fashion Designer. However the perfect knowledge of fashion products and creative process it provides, allows participants to also achieve positions such as Stylist, Pattern Maker, Production Manager, Independent Designer, or even Collection Director or Art Director.

The course is of 3 years having 2 semesters per year. Each year encompasses specific module groupings structured around various themes.





PROGRAM SPECIFICATION

Teaching Institution	Image Fashion College
Final Degree	BA (Hons) Fashion Design and Technology
Total Semesters	6
1st Semester Starting Date	2nd September, 2019
Last Date of Admission & Payment of Fee	24th August, 2019

The BA (Hons) Fashion Design and Technology is an honours degree course that offers design specification and associated business development skills. They are of particular relevance to the creative industries which are recognised as being amongst the fastest growing sectors in the economy. The course also recognises the need for extremely creative, forward-thinking individuals who know more about the appropriate business, technological, environmental, ethical and social issues as well as creativity in order to make their ideas innovative, commercially viable and sustainable.

Course Aims

The aims of the course identify the rationale underlying the student's educational experience and own personal achievement from studying on the course and its affect upon the student's long term achievement and career.

This course aims to:

- Advance your knowledge in design strategies and technical skills appropriate to Fashion Design and Technology.
- Challenge your intellectual and critical approach through rigorous research enquiry, evaluation and application.
- Nurture your personal creative identity and strategic self-reliance, through self-evaluative learning and peer activities.
- Increase your awareness, as a critically reflective practitioner, of the broader aspects of the creative apparel industries, from design, production, product brand identity and marketing contexts through cultural contexts.
- Develop your confidence and abilities to prepare you for employment, entrepreneurial and professional opportunities, or to access postgraduate study or research.
- Provide industry relevant, collaborative and/or team working opportunities to enhance your awareness of industry and professional development.

Course Outcomes

The course enables the student to demonstrate the following subject knowledge and understanding, intellectual and academic skills, practical subject skills, key attributes and transferable skills. Each outcome is detailed below:

The outcomes that you will have demonstrated upon completion of the course are:

1. research through enquiry, exploration and investigation using multiple design, commercial and cultural resources.
2. ability to evaluate and critique selected sources to deepen your understanding of fashion design related to a specific fashion apparel market.
3. informed decision making and contributions in industry by synthesising your knowledge.
4. the application of creative, strategic and practical principles and techniques involved in design and development within Fashion Design and Development.
5. articulation and communication through your personal visual language, the aesthetic awareness of materials, brands, form and processes at specified market levels.
6. an awareness of issues affecting economical sound and sustainable outcomes in relation to the fashion design and development and lifestyle industries.
7. an ability to situate practice within cultural and historical contexts and debates.
8. critical reflection and evaluation of your own personal, professional development within the wider social, educational and professional contexts.
9. the relevant skills required are in order to make an impact as a creative product designer/developer and practitioner.
10. evidence of engagement with principles of the Creative Attributes Framework (CAF) by developing, analysing and reflecting on personal practice.

Learning and Teaching Methods:

The following teaching and learning methods are employed to support the integrated achievement of the course outcomes:

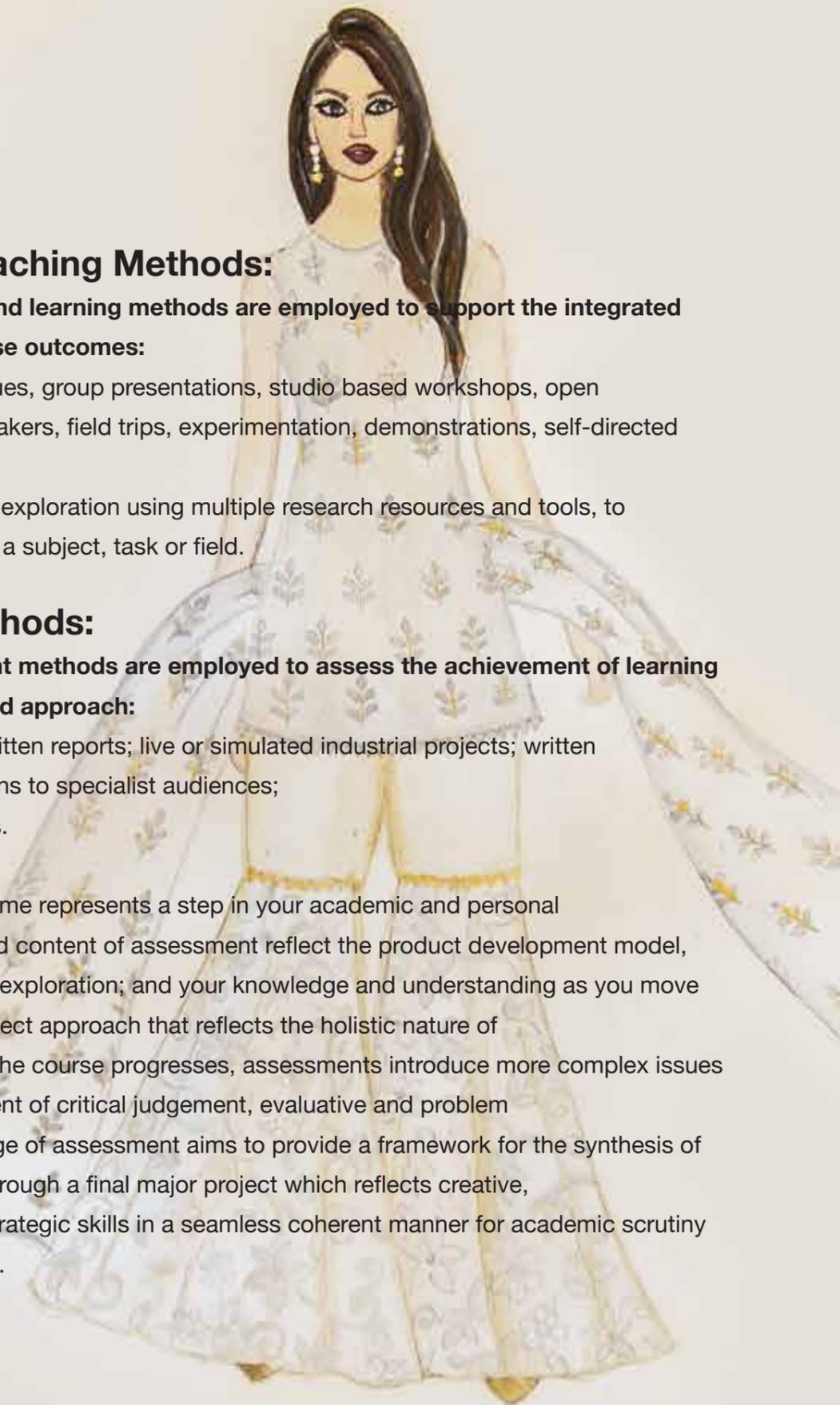
- lectures, seminars, critiques, group presentations, studio based workshops, open access work, visiting speakers, field trips, experimentation, demonstrations, self-directed study.
- a process of enquiry and exploration using multiple research resources and tools, to deepen understanding of a subject, task or field.

Assessment Methods:

The following assessment methods are employed to assess the achievement of learning outcomes in an integrated approach:

- portfolio presentation; written reports; live or simulated industrial projects; written assignments; presentations to specialist audiences;
- 3D outcomes, prototypes.

Each stage of the programme represents a step in your academic and personal development. The level and content of assessment reflect the product development model, your research enquiry and exploration; and your knowledge and understanding as you move towards an integrated subject approach that reflects the holistic nature of product development. As the course progresses, assessments introduce more complex issues that require the development of critical judgement, evaluative and problem solving skills. The final stage of assessment aims to provide a framework for the synthesis of subjects and disciplines through a final major project which reflects creative, technical, analytical and strategic skills in a seamless coherent manner for academic scrutiny and industrial presentation.



Recruitment and Admissions

Admission Policy/Selection Criteria

The course team seeks to recruit students who can demonstrate:

- a current awareness of fashion for product in terms of material developments, new designers and fashion trends.
- a potential to achieve a high standard of technical manufacture.
- an ability to record and develop design ideas through the vehicle of drawing.
- the ability to work as a member of a team.
- the ability to work independently to develop your own knowledge and skills acquired on the course.

This might, for example, be demonstrated by: related academic or work experience; the quality of the personal statement, a strong academic or other professional reference, or a combination of these factors.

Entry Requirements

The standard minimum entry requirements for this course are:

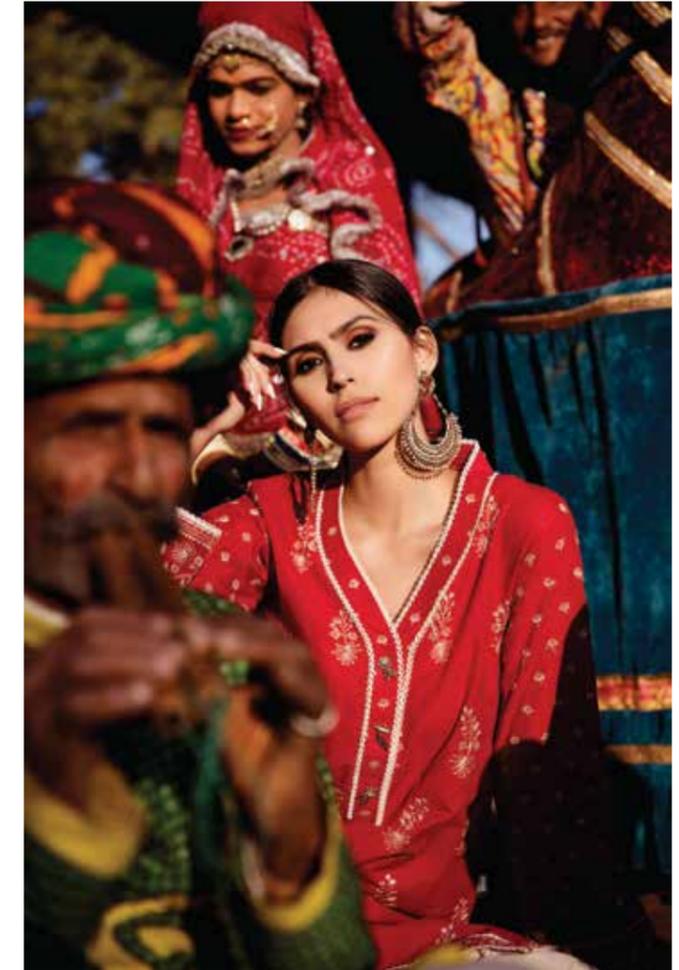
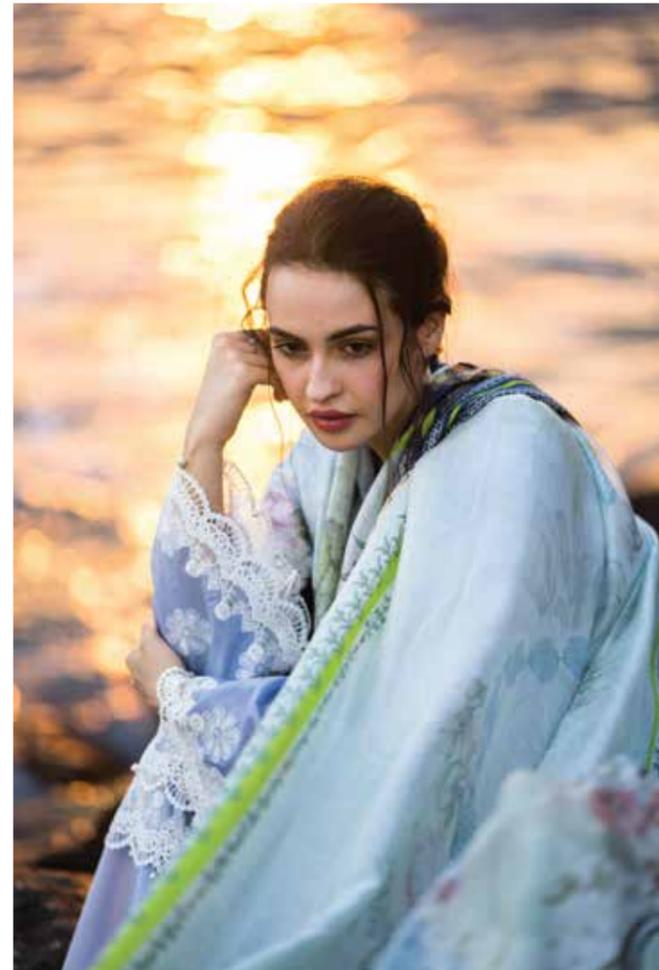
- Two A-Level passes at grade C or above. Preferred subjects include English, Maths, Art, Design, Textiles and Science
- Intermediate certificate with minimum C grade (50% marks)
- Applicants awaiting their results may submit their 1st year Intermediate result and Admit card of 2nd year or AS-Level results and statement of entry of A-Level exams. Such applicants will be given conditional admission and their admission shall be revoked if the above minimum requirement are not fulfilled.

Applicants who do not meet these course entry requirements may still be considered if the course team judges the application demonstrates additional strengths and alternative evidence. This might be demonstrated by related academic or work experience, the quality of the personal statement, a strong academic or other professional reference, or a combination of these factors.

All classes are conducted in English.

Admission Procedures

- The Image Fashion College is committed to the provision of fair and consistent admission procedures that ensure equality of treatment for all applicants.
- Applications to the course are made through direct application to IFC which may be made on www.imperial.net.pk/image-fashion-college/admission-application.



BACHELOR FASHION DESIGN & TECHNOLOGY

First Year: Discovery

Students are following core modules in order to discover the universe of fashion. They will acquire basic skills in design, construction, digital fashion and fashion history in order to lay the pedagogical foundation of their learning curve.

Fashion Design 1: In the first instalment of this module grouping, students will discover the fundamental skills of fashion design:

- Fashion Designing
- Color
- Product-Technical Drawing
- Collection – Research Book-Mood page
- Volume – 3D Research
- Print Collection
- Sustainable Development – Recuperation Fabric Swatch – Garment Upcycling
- Styling Workshop
- Live Drawing and Drawing class

Digital Fashion Design 1: Mastering the right software is absolutely essential in today's fashion industry, it's necessary to design precise technical sketches and to present ideas and designs in a professional way. In the first installment of this module, students will learn the fundamentals of Photoshop, Illustrator and in-Design.

- Mood Board
- Silhouette, digital collage
- Technical Drawing
- Lookbook Styling
- New technology in Fashion
- Lectra



Textile Technology 1:

Fabric is still the main material of fashion. That's why it's essential to fashion students to have a deep knowledge of textile products. Through lectures, researches and workshops, students will learn how fabrics are produced from fibers to weaving and knitting, understand their various characteristics, textures and qualities and experiment their best uses for garment production according to their specificities.

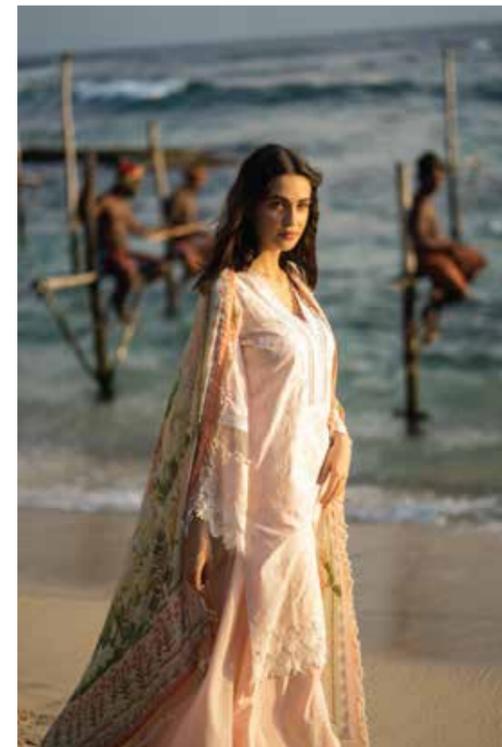
- Weaving
- Natural Dying
- Sample Book



Fashion History and Culture:

Know the past and understand the present to create the future. Like every creative field, fashion is a culture and it's essential to know its history and development before being able to visualize the directions it will take. Through lectures, researches and presentation of archives, students will discover the evolution of fashion through time and analyze the works, style and inspiration of the most important fashion designers with a special focus on the masters of the international fashion from the last forty years.

- Contemporary Fashion History



Fashion Business: Although a creative one, fashion is an industry and fashion design is also affected by a brand strategy, market segmentation or price positioning. In this module, students will learn the basic marketing tools and explore the key success factors that lead fashion brand to success.

- Introduction to marketing – Basics

Production 1 Fashion designers have to imagine every details and finishing of the garments they create, that's why mastering the garment production process is so important. At the first level students will learn

gradually different sewing and finishing methods to produce complete garments such as shirts and trousers.

- Introduction to sewing machine and basic stitching
- Shirt
- Pant
- Creative short project
- Personal project in relation with the fashion design class

Pattern Making and Draping 1: The knowledge of fashion is incomplete without a good understanding of construction. In the first installment of this module students will discover the two main methods to develop clothes: pattern making and draping. They will learn how to create patterns directly from body measurements or by draping on a dummy according to Image Fabrics own construction techniques, developed by Image over two decades. At the end of the first level, students will be able to design the patterns of usual shirts and dresses.

- Shirt construction
- Shirt construction – collar study – shirt project
- Pant
- Projects in relation with fashion design class
- Dress Draping
- Creative draping



2nd Year: Experimentation

In this stage of their learning experience students are invited to develop their creativity through experimentation. Specific themes such as women's wear, men's wear, children's wear or knitting workshop will be covered through interlinked modules. The pedagogical objective is to improve participants' critical thinking.

Fashion Design 2: In the second instalment of this module, students will apply the skills acquired during the first year and experiment new inspirations and concepts in various fashion projects including menswear collection, accessories collection, children's wear collection and fabric transformation. They will have to adapt their personal ideas to different kind of products and market segments and understand how to adapt their own creativity to main fashion trends.

- Trends
- Fabric transformation
- Women's wear
- Fashion Illustration
- Knitting Workshop
- Accessory Project

Digital Fashion Design 2: The second part of this module is designed as a workshop supporting the development of students' creations in Fashion Design as well as in Fashion Workshop. By this stage students will be guided by their instructors in order to assess which software is better suited to their creative and personal requirements. The objective is to experiment and find the best tool to generate fashion design portfolios and presentation reflecting the students' own identities.

- Fashion Design Project Support
- New Technology in Fashion
- Lectra Software 2

Textiles Technology 2: Fabric is still the main material of fashion. That's why it's essential to fashion students to have a deep knowledge of textile products. Through lectures, researches and workshops, students will learn how fabrics are produced from fibers to weaving and knitting, understand their various characteristics, textures and qualities and experiment their best uses for garment production according to their specifications.

- Smart Textile
- Electronic Serigraphy
- Sustainability

Pattern Making and Draping 2: Building up on Pattern Making and Draping 1, the module will allow students to learn how to combine two-dimensional and three-dimensional approaches to find the best methodology so as to create the patterns for any kind of garments. They will experiment how to adapt the classical construction of pants, tailored jackets and sleeves to create the pattern of their most creative designs.

- Tailor Shirt
- Fabric transformation project
- Women's wear
- Experimental Draping

Production 2: Like in the PMD module, the main goal of the second level production module is to lead students to be able to choose and practice the best production strategy and finishing method to maximize the quality of the finished garments they have to produce.

- Shirt collar
- Fabric transformation project
- Women's wear project

Fashion Marketing 1: Although a creative one, fashion is an industry and fashion design is also affected by a brand strategy, market segmentation or price positioning. In this module, students will learn the basic digital marketing tools and social media.

- Digital Marketing / Social Media

3rd year: Imprint

In the final process of their learning experience, students will focus on expressing their own voice as a designer. Through the development of a Collection they will be asked to think in terms of personal creativity, appropriate construction techniques and unique selling proposition and positioning. The final objective here is to prepare a unique portfolio of garments to be used as stepping stone for job search within the industry.

Fashion Design 3: The main focus of the third installment of the fashion design module is to create a complete and professional collection of womenswear or menswear according to a given theme. Each student will have to develop their own concepts and interpretations, design silhouettes including accessories, build a collection plan and create complete technical of 4 to 6 garments that will be produced by the students. At the end of the process, students will have to present their collection portfolio to a professional jury.

- Personal collection: research book – mood board
- Personal collection dresses
- Collection accessories and commercial course
- Personal collection: Technical drawing





Digital Fashion Design 3: in the last installment of this module, the main purpose will be to support the fashion design process and to create a personal and creative layout for the final collection portfolio.

- Branding and Visual Identity
- Final Portfolio

Pattern Making and Draping 3: in this final module, students will have to develop 3 to 6 prototypes from the collection they have created. They will conduct research on volumes, find the right methodology to develop pattern in the most efficient way and finalize the pattern of the garments they have to produce after a fitting session on models.

- Shirt Pattern
- Draping volume research
- Personal collection: 4 fittings

Production 3: in this production module, students will have to find and choose the most adapted fabrics, identify the best sewing methods and finishing solutions in order to produce

their prototypes in the most professional way.

Internship: In conjunction, students will have the opportunity to complete a period of internship at Image Fabrics (six weeks) so as to apply their theoretical knowledge in a practical context.

Fashion Marketing 2: While continuing to explore the main marketing theories and practice, students will have to define a marketing strategy for their final collection with target market, price positioning, distribution and communication strategy.

- Brand Development

FEE STRUCTURE

Admission Fee Payable on registration	Rs. 50,000
Fee per Semester Payable on registration	Rs. 99,000
Security Deposit Payable on registration (refundable)	Rs. 25,000

BOARD OF GOVERNORS

Mr. Asad Ahmad
Ms. Uzma Ahmad
Ms. Marium Ahmad
Mr. Ahmed Khizer Khan



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