



FASHION

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Registration Number: W4PW041

Advanced Diploma in Fashion

Intakes January, April, July and October

Duration 2 Years and 3 Months, Full-time

Entry Requirements

Minimum pass in SPM with 3 credits or the international high school equivalent.

Course Overview

This course takes the student from design concepts and processes through to final production, while teaching required business and contextual studies. It is an integrated approach, applying creativity with technical proficiency. The fashion industry is fast-paced and this course trains students to be flexible in responding to ever-changing market needs, technological developments and trends.

The course covers:

Career Wear
Casual Wear
Children's Wear
Evening Wear
Men's Wear
Final Mini-Collection

COURSE MODULES

Women's Wear Pattern Drafting 1, 2, 3, 4, 5, 6
Men's Wear Pattern Drafting 1, 2
Sewing Techniques 1, 2
Pattern Draping 1, 2
Figure Drawing (Fashion Design 1)
Fashion Line and Colour (Fashion Design 1)
Graphics and Sketching Techniques (Fashion Design 2)
Introduction to Data Processing
Women's Wear Draping and Drafting Techniques 1, 2, 3, 4
Women's Wear Sewing 1, 2, 3, 4
Shape and Composition (Fashion Design 2)
Costume History
Design and Illustration 1, 2, 3, 4

Fashion Communication Textiles 1, 2
Contemporary Fashion
Fashion Coordination and Promotion
Computer Stylist
Fashion Marketing and Merchandising
Business Communications
Styles and Trends Research
Pad System
Women's Wear Pattern Grading
Malaysian Studies
Moral Studies
Malay Language Studies

Diploma in Fashion Design & Marketing

Intakes January, April, July and October

Duration 2 Years and 3 Months, Full-time

Entry Requirements

Minimum pass in SPM with 3 credits or the international high school equivalent.

Course Overview

This intensive two-year programme focuses on the important elements of fashion design and marketing. In the first year, students will develop a personal sketching language. Through pattern making techniques, students will understand the various aspects of production. In the second year, students will focus on the marketing of fashion. In their final term, students will be placed under an internship. Here, students will experience a real world fashion environment under the supervision of their fashion lecturer.

COURSE MODULES

Women's Wear Pattern Drafting 1, 2, 3, 4
Men's Wear Pattern Drafting 1, 2
Sewing Techniques 1, 2
Pattern Draping 1, 2
Figure Drawing (Fashion Design 1)
Fashion Line and Colour (Fashion Design 1)
Graphics and Sketching Techniques (Fashion Design 2)
Women's Wear Draping and Drafting Techniques 1, 2
Women's Wear Sewing 1, 2
Shape and Composition (Fashion Design 2)
Design and Illustration 1
Principles of Accounting
Fashion and the Consumer
Fashion Advertising
Introduction to Economics
Business Communications
Channels of Distribution
Buying Principles 1, 2, 3
Fashion Marketing and Merchandising
Internship
Malaysian Studies
Moral Studies
Malay Language Studies

Certificate in Fashion Design (Drafting & Sewing)

Intakes January and July
Duration 6 Months, Full-time (Malaysian Residents only)

Course Overview

Prepares graduates for a wide range of fashion careers that includes Fashion Designer, Stylist or Illustrator for fashion houses or in the fashion media as well as providing a foundation for further study at the Advanced Diploma level.

COURSE MODULES

Design Modules

Figure Drawing (Fashion Design 1)
Fashion Line and Colour (Fashion Design 1)
Graphics and Sketching Techniques (Fashion Design 2)
Shape and Composition (Fashion Design 2)

Production Modules

Women's Wear Pattern Drafting 1, 2
Men's Wear Pattern Drafting 1, 2
Pattern Draping 1, 2
Sewing Techniques 1, 2

Certificate in Fashion Design (Illustration)

Intakes April and October
Duration 6 Months, Full-time (Malaysian Residents only)

Course Overview

A combination of drawing and illustration; design theory and fashion academic modules prepares graduates for a range of careers in the area of fashion styling as well as providing a foundation to study at the Advanced Diploma level.

COURSE MODULES

Figure Drawing (Fashion Design 1)
Fashion Line and Colour (Fashion Design 1)
Graphics and Sketching Techniques (Fashion Design 2)
Shape and Composition (Fashion Design 2)
Design and Illustration 1, 2

Academic Modules

Costume History
Contemporary Fashion
Styles and Trends Research

MODULE DESCRIPTIONS

Women's Wear Pattern Drafting 1

Understand the vocabulary related to woman's wear. Identify configuration of the female silhouette in relation to the cut of a garment. Draft master patterns for slopers (blocks) and use them to develop pattern interpretation according to the style lines of a sketch or fashion photograph, for standard industrial dress forms. Dart transfer or manipulation and pivoting principles.

Men's Wear Pattern Drafting 1

Master the vocabulary related to men's wear design. Identify the morphological components of the human form related to the masculine cut. Trace and develop the various men's wear blocks.

Sewing Techniques 1

Identify the required sewing material as well as describe the operation of the various parts of an industrial sewing machine. Improve the operation of industrial equipment in respect to the safety standards of the fashion industry. Quick applications of the different industrial techniques used for making clothing samples.

Pattern Draping 1

Use specific draping vocabulary and fundamental rules pertaining to this technique. Application of basic rules in draping skirts and bodies. Making of simple muslins or toils from chosen sketches or photographs.

Figure Drawing (Fashion Design 1)

The study of the human anatomy in various positions, adapted to the stylised proportions of a fashion sketch.

Fashion Line and Colour (Fashion Design 1)

Colour wheel tints, tones and shades. The history and psychology of colour. Optical illusions of shape and colour. Use of color in different combinations of lines and dots, shapes and volume. Research

methods and the selection process.

Women's Wear Pattern Drafting 2

Dart transfer on manipulation and pivoting principles. Execute full size basic blocks. Develop and complete models from patterns and fit on mannequins.

Men's Wear Pattern Drafting 2

Accurately measure the masculine form. Trace various men's wear blocks. Analyse various pants and (or) bombers and (or) shirt design beginnings with the basic block construction and analyse them on the mannequins. Correct the muslin and pattern.

Sewing Techniques 2

Quickly and safely handle the industrial equipment. Identify the necessary steps in choosing a pattern. Practice various sewing techniques by making samples. Sew a simple garment by applying acquired techniques.

Pattern Draping 2

Fundamental draping techniques for bodices, skirts, sleeves and collars on standard mannequins. Draping muslin according to chosen sketches. Making of patterns in accordance with the muslin.

Graphics and Sketching Techniques (Fashion Design 2)

Illustration techniques of fabric textures, prints and designs. The study and analysis of fabric draping on fashion figures. Analyse body movements and the laws of perspective in fashion drawing. Fashion sketching exercises.

Introduction to Data Processing

Introduces the student to computer operating system and applications for data processing and page layout. Students will understand the importance and use of computers in managing the fashion industry, through both theory and practice.

Women's Wear Pattern Drafting 3

Draft master patterns for sloper blocks as well as more complex blocks. Make muslin on the mannequin and make appropriate corrections on patterns to prepare for sewing.

Women's Wear Draping and Drafting Techniques 1

Master the vocabulary and techniques of draping on a standard industrial form. Muslin fitting on mannequins and live models. Making of certain patterns in accordance with the muslin.

Women's Wear Sewing 1

Apply different sewing techniques for garments such as dress, shirts, children's wear, tailored suits, coats and jackets. Sew various pockets on sample pieces. Develop dexterity in women's wear sewing techniques. Work with different fabrics.

Shape and Composition (Fashion Design 2)

Drawing, description and identification of garment details, current styles and accessories. Basic flat workshop drawings will be mastered. Study the principles of composition; diversion, unity, contrast, recall and their important application to garment composition.

Costume History

Identify costume and accessories of each historic period. Define the major elements that influence and change costume throughout history. Analyse the relationship between costume and the artistic styles of each period. Define costume characteristics, details and accessories from each period.

Women's Wear Pattern Drafting 4

Complete pattern blocks and learn of more complex bases. Analyse sketches in order to proceed efficiently and swiftly to develop, with precision and within a time limit, different models. Fit the muslin and make appropriate corrections to the pattern development.

Elaborate the different pieces of the pattern for sewing purposes. Adapt the patterns for special fabrics.

Women's Wear Draping and Drafting Techniques 2

Analyse the main basic lines of draping. Proper use of certain draping techniques according to designs. Transfer draping on paper in order to realize the proper pattern and swiftly execute different draping methods.

Women's Wear Sewing 2

Develop a critical sense and ability for synthesis, permitting the student to choose and apply functional working methods. Master various sewing techniques and apply the techniques to the projects related to Women's Wear Pattern Drafting 4 or Women's Wear Draping and Drafting Techniques 2.

Design and Illustration 1

Identify the basic concepts of fashion illustration. Carry out exercises on creativity, allowing a research in personal style in relation to trends for design and illustration. Apply to a personal style the techniques of fashion illustration. Identify and apply the basic concepts specific to the rendering of printed and textured fabrics.

Women's Wear Pattern Drafting 5

Design various styles, selected from different mandatory projects corresponding to the norms of the industry and target markets. Develop the patterns of the different models of women and children's wear. Assemble and fit the muslin on mannequins. Make the muslin and the patterns in relations to the criteria established by the organisers of the different fashion contests and other industrial projects.

Women's Wear Draping and Drafting Techniques 3

Execute different and complete muslins taken from designs selected among drawings already executed for different projects. Produce complete



muslin for fitting on a live model. Analyse the muslin in relations with the requirements of the market or projects.

Women's Wear Sewing 3

Apply the techniques acquired to different projects. Master new sewing techniques through the use of different materials, to projects related to Women's Wear Pattern Drafting 5 or Women's Wear Draping and Drafting Techniques 3. Produce prototypes of selected projects.

Design and Illustration 2

Create clothing based on trends and current events according to specific criteria. Improve a style by the various illustration techniques and page layout. Apply the notions of optical illusion to the design of clothes that camouflage physical flaws. Develop critical thinking through professional projects.

Fashion Communication

A thorough examination of public relations with practical application; developing communication plans, preparing press releases and press kits, conducting interviews, producing newsletters, house journals and speeches.

Textiles 1

Identify the origin and nature of textile fibers. Analyse the properties of fibers and threads. Explain the different spinning methods and processes. Identify the different fabrics, their characteristics and their properties. Prepare a fiber sample book.

Women's Wear Pattern Drafting 6

Design various styles, selected from different mandatory projects corresponding to the norms of the industries and target markets. Develop the patterns of the different models of women and children's wear. Assemble and fit the muslin on mannequins. Make the muslin and the patterns in relation to the criteria established by the organisers of the different fashion contests and other industrial projects.



Women's Wear Draping and Drafting Techniques 4

Execute more complex muslin selected among sketches. Develop models created during different projects. Fit the complete muslin on live mannequin. Transpose the muslin on patterns used for sewing.

Women's Wear Sewing 4

Master new sewing techniques using different fabrics, to the projects related to Women's Wear Pattern Drafting 6 or Women's Wear Draping and Drafting Techniques 4. Produce prototypes of selected projects. Study the techniques for different materials and fabrics such as leather, fur, wool, etc.

Design and Illustration 3

Analyze fashion trends. Create collections of ready-to-wear clothing. Face the realities of the fashion world by participating in various contests. Apply the criteria established by the projects or fashion competition specifications.

Textiles 2

Identify major fabric finishes. Explain textile trends. Recognise the relationship between different fabrics and their successful application in various apparel categories. Discuss recent fabric development. Prepare a textile sample book.

Contemporary Fashion

Identify the characteristics of haute couture from its beginnings to modern day. Define major elements that influence changes in fashion. Trace the history of mass production and ready-to-wear. Analyse the relationship between fashion and the artistic styles of each decade. Recognise the influence of historic dress on contemporary fashion.

Design and Illustration 4

Review the different trends and influences in order to understand the current fashion trends. Participate in different fashion contests and be open to different comments from the specialists of the fashion industry. Produce a portfolio that reflects the personal vision and orientation of each student to guide them in their search. Produce projects for the portfolio by computer.

Fashion Coordination and Promotion

Introduces the multiple facets of fashion coordination and helps to develop an understanding of the various resources available for the organisation and promotion of a fashion presentation.

Computer Stylist

Understand various computer softwares. Develop the ability to do figure drawing, fabric rendition and workshop drawings on the computer. Apply these techniques in producing a collection in colour with illustrations, including workshop drawings for a final portfolio.

Fashion Marketing and Merchandising

Introduction to all aspects of merchandising. Compare different channels of distribution. Identify different types of retail stores. Explain different stages of the production process. Select a target market and describe the different tactics used to acquire market share for any retail store. Compare different elements used to create a fashion image for a retailer.

Business Communications

Communication in business. Memorandums, business letters, reports, resume writing and networking techniques. Oral communication, conducting meetings, making speeches and using visual aids in presentations.

Styles and Trends Research

Introduction to the fashion capitals of the world. The study and analysis of actual trends in the marketplace. Analysis on the symbolism of colours. Discussion on the various sources of fashion, cinema, music, media, art and entertainment. Psychological perspectives of fashion. The cycles and rhythms of fashion.

Pad System

Identify the principles and applications of PAD (Pattern Aided Design) in the fashion industry. Familiarise the student with the computer and its environment. Recognize and understand the system and its peripheral equipment (laser writer, digitizer, plotter). Develop the ability to draft, grade and mark patterns by computer through the interpretations of a fashion sketch.

Women's Wear Pattern Grading

Identify and describe the principal tools of grading and their characteristic. Comprehend and utilize standard measurement charts for grading. Develop grading techniques utilizing women and children's blocks. Maximize the employment of precision within the grading evolution.

Buying Principles 1

Students will learn and be exposed to the major functions of a buyer: planning the merchandise mix, merchandise classification, assortment planning, and pricing and supplier selection. The buyer's role in relation to advertising, promotion and data processing will also be discussed.

Buying Principles 2

This course will familiarise the student with the planning of buying at both wholesale and retail levels. Aspects such as sales and reduction planning, purchase and inventory control, and financial ratios in merchandise management will be discussed.

Buying Principles 3

Identify and analyse intermediaries involved in the buying process (both at wholesale and retail levels). Negotiating with suppliers and new product selection. Segmentation of products, and developing in-house labels are also discussed.

Channels of Distribution

Understanding the nature and development of distribution channels in the fashion and retail industries. An analysis of the interaction between each stage and the whole process, as well as, the influence of international commercial policies on fashion distribution.

Fashion Advertising

Developing advertising campaign strategies. Creating and refining advertisements. Selecting advertising media. Preparation of budgets and the implementation and management of advertising campaigns.

Fashion and the Consumer

Examines the basic factors that influence consumer behaviour and analyses their effects on the purchasing of fashion products. Attention is focused on psychological, sociological and economic variables. Students apply these theories to practical application on the industry.

Principles of Accounting

Provides the student with the purpose and function of accounting, and generally accepted accounting principles and practices. Balance sheets, capital accounts, statements, expenses, special journals, subsidiary ledgers, general journal trial balances, commercial and service companies and payroll are studied.

Introduction to Economics

Familiarises the student with economic systems. Production and production factors, decision-making centers and economic activity results are analysed. Measure and analyse supply and demand. Measure economic activity. Understand the business cycle, inflation and recession. Understand the monetary system.

Internship

Practical internship in a fashion or fashion related company. Perform tasks and duties assigned and prepare a written report covering company history, organisation, buying, selling, promotion and other operations.

The National Accreditation Board of Malaysia (LAN) has made the following modules compulsory in the academic curriculum pursued by students in private institutions.

Malaysian Studies

This module explores historical and general knowledge of Malaysia. Current issues like social ills and economic problems are also covered.

Moral Studies

Explores the main religions and cultures in Malaysia. Also touches on the various issues concerning morality like the environment, technology and business.

Malay Language Studies

Students are taught both spoken and written Bahasa Melayu language through sound and pronunciation. Written communication includes essays, report writing, and official letters.

Career Opportunities

Boutique Supervisor
Costume Designer / Coordinator (for television, film or theatre)
Fashion Consultant
Fashion Coordinator
Fashion Designer / Assistant Designer
Fashion Editor
Fashion Entrepreneur
Fashion Forecaster
Fashion Illustrator
Fashion Merchandiser / Buyer
Fashion Photography Coordinator
Fashion Show Coordinator
Fashion Stylist
Pattern Designer
Pattern Maker
Production Supervisor
Quality Controller
Visual Merchandiser

