

**Duration:** 36 months (Full-time)

## BA (Hons) Fashion Design

(Awarded by Nottingham Trent University, UK)

### Modules Description:

- **Year 1**  
Design Process: Concept, Form and Image  
Design Culture and Context 1
- **Year 2**  
Design Context: Commerce, Technology and Innovation  
Design Culture and Context 2
- **Final Year**  
Negotiated Fashion Design, Portfolio and Research Projects

The programme is based on 100% coursework.

### Programmes Objectives

These programmes provide you with an integrated understanding and specialist perspective on the application of culture, context and professional practice in the Fashion Industry. You will benefit from project and studio based work integrating design practice, technology and theory. You will develop, implement and realise creative concepts and marketable products. Levels and modules are designed thematically to focus on the learning outcomes

#### Local

<b>Application Fee:</b> S\$32.10	<b>Tuition Fees:</b> S\$34,775.00
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#### International

<b>Application Fee:</b> S\$321.00	<b>Tuition Fees:</b> S\$37,236.00
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• All fees quoted are inclusive of GST. • Non-tuition fees are not included.

### Entry Requirements

Applicants must be of age 17 and above, and meet at least one of the following requirements:

- 2 GCE 'A' Level credits or equivalent;
- MDIS International Foundation Diploma in Fashion Design and Marketing;
- Other PEI's or overseas qualifications (equivalent to pathway programme) with entry requirement of 10 years of formal foreign education; or
- Diplomas in fashion related from local polytechnics

### English Language Requirements

All applicants must also possess a C6 credit in English as a First Language (EL1) or its equivalent at GCE 'O' Levels.

Applicants who do not meet the English language requirements stated above are required to:

- Achieve a minimum band of 6.0 in the IELTS (International English Language Testing System) OR
- Achieve a minimum of 550 points (paper-based), 213 points (computer-based) or 79 points (internet-based) in the TOEFL

### Portfolio Advice (Only for BA (Hons) Fashion Design)

Below is an outline of the types of things you will need to consider when preparing your portfolio:

- Aim to show approximately 15 pieces of work: edited, formatted and collated in one presentable document.
- Please select a range of work which shows us who you are and what you are interested in, as well as showing a range of Art and Design skills.  
We are interested in looking at a variety of work, including creative research, broad cultural references, concept development, design development, photography, life drawing, mixed media work, digital work, as applicable and relevant to your area of study. Due to the fact that some applicants have worked on more 'design' projects than others, your focus may vary. What matters most is your potential and passion for the subject.
- We would like to see evidence of your working process, so show your two most relevant sketchbooks and any working drawings which relate to specific projects in your portfolio.

## BA (Hons) Fashion Marketing and Branding

(Awarded by Nottingham Trent University, UK)

### Modules Description:

- **Year 1**  
Principles of Fashion Marketing and Branding  
Visual and Cultural Influences
- **Year 2**  
Marketing Strategy and Communication  
Brand Environment (Incorporating a 10-week internship, through a network of international and local companies.)
- **Final Year**  
Strategic and Creative Solutions

The programme is based on 100% coursework.

against the school's guidelines. We aim to produce graduates who are imaginative, innovative, versatile and competitive. This aim is achieved by: producing graduates who have acquired theoretical and practical knowledge and skills required by the Fashion Industry; developing graduates with critical and analytical problem solving skills and general transferable skills (interpersonal skills, teamwork, etc.); preparing graduates for a broad range of related employment opportunities.

#### Local

<b>Application Fee:</b> S\$32.10	<b>Tuition Fees:</b> S\$32,635.00
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#### International

<b>Application Fee:</b> S\$321.00	<b>Tuition Fees:</b> S\$35,096.00
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• All fees quoted are inclusive of GST. • Non-tuition fees are not included.

### Career Opportunities

A degree in the discipline of Fashion Design or Fashion Marketing and Branding will enable the students to gain the required skill sets to pursue their career of choice and thrive within the Fashion Industry. Today, fashion professionals are in demand in a variety of industries. They choose their preferred specialisation within the multi-faceted disciplines in areas like fashion designing, fashion styling, visual merchandising, lifestyle branding, advertising, media and events management to name a few.

#### Fashion Marketing and Branding

- Boutique Owner
- Brand Manager
- Fashion/FMCG Marketer/  
Buyer/Coordinator/Editor/PR  
Specialist/Stylist/Writer
- Retail Merchandiser
- Store Manager
- Visual Merchandiser

#### Fashion Design

- Accessories Designer
- Clothing Patternmaker
- Costume Designer
- Entrepreneur
- Fashion Designer/Illustrator/  
Merchandiser/Photographer
- Graphic Designer
- Personal Stylist
- Product Manager

- Develop a piece of writing in the form of an essay or report, completed as part of your studies. If you keep a visual diary of Art and Design interests, please show it too.
- If you have 3D work which you wish to show, it is often useful to take photographs/videos.
- Within portfolios and sketchbooks, we will be looking for:
  - ✓ A quality and range of visual concepts, and level of innovative thinking,
  - ✓ Good presentation and the ability to visualise ideas,
  - ✓ Your ability to handle a variety of technologies, materials and processes,
  - ✓ Your willingness to experiment in a range of visual media,
  - ✓ Good observational skills in drawing.