

Fashion Communication



Fashion communication is a multi-skilled creative discipline. Through fashion illustration, digital skills, brand development and creative manual we will introduce you to the key areas of visual communication within the fashion industry. All workshops will be carefully planned to teach skills needed to build a knowledge that equips you for further education in fashion communication.



WHAT'S INCLUDED



TUITION

25+ Hours tuition comprised of lectures and creative practical workshops working towards a final exhibition.



ACTIVITIES

5 evening activities per week, designed to be fun and interactive and provide our students the opportunity to socialise and make new friends.



EXCURSIONS

Full day excursions allow students to really get to know the UK. We use major destinations such as London as a classroom, where students will find creative and cultural information through guided walks and visits to museums and other places of interest.



CERTIFICATE

Awarded for the successful completion of the course and final presentation exhibition

LEARN FROM ART AND DESIGN PROFESSIONALS

This programme will give you the chance to study in central Cambridge in a fun and creative environment led by experienced tutors at CSVPA.

BROADEN YOUR SKILLS IN THE INDUSTRY

Explore the world of fashion communication and get an introduction to the fashion media industry. Develop your skills in both digital and manual creative solutions in the fashion communication field.

DEVELOP YOUR SKILLS IN:

Brand concept | Magazine layout | Logo design | Printing processes

PROGRESSION AT CSVPA

Completion of the course can enable progression on to our University of the Arts London Awarding Body Extended Diploma or Foundation Diploma if you meet the UAL entry criteria for the course.

Average class size
14 students

Accommodation
Single en-suite room
Meals are included (breakfast, lunch and dinner)
Excursions are also included

Requirements
Age: 14 - 18

International students should have at least an Upper Intermediate level of English

Start Dates:
Sunday 14th July 2024 (one week)

Price:
£1,815 (one week)

Programme Outcomes

1. You will develop an understanding of brand concept and the world of fashion communication
2. You will gain a broad understanding of magazine layouts in the fashion media industry
3. You will develop a basic understanding of logo design

Week 1	MORNING 08:00-12:00	12:00- 13:00	AFTERNOON 13:00-16:00	16:30 - 18:00	EVENING 19:30-22:00
Sunday	Arrival, induction and campus tour				Evening Activities
Monday	Introduction and ice breakers. What is the Art Director?	LUNCH	Developing a mood board. Use of collage, marking, and sketch.	DINNER	Park Social Time - City View Ferris Wheel
Tuesday	Visual Merchandising. Group task.		Build and develop visual language through use of 3D mock-up.		Bowling /Ice Skating / Rock Climbing
Wednesday	Being a Fashion Communicator. Create a written piece ready for print.		Developing use of fonts, layout, and text. Share your work!		Talent Show / Trashion Show/ Tie Dye Arts & Crafts
Thursday	Being a Digital Communicator. Photoshop. Mark-making and font layering.		Photoshop project - Digital print.		Cinema / Punting
Friday	Using the digital print made previously, upcycle and customise a t-shirt.		Fashion Shoot - students work in small groups to photograph customised t-shirts. Certificate presentation.		CSVPA Disco / Dance Party
Saturday	Included Full Day Excursion: London (including gallery or museum visit and shopping time)				Free Evening
Sunday	Departure				

Sample timetables are illustrative only. We reserve the right to make changes without notice.