

Fashion Business & Design (Advanced Certificate)

時裝商業及設計 (高等證書)

Intro (課程介紹)

Fashion Business & Design advanced certificate is a business directed programme. Besides having the fundamentals of design, our students are trained to analyze the market and create products for the 21st century. This will allow them to input their unique perspective in the commercial fashion industry.

In the year of study, students will experience the complex stage of designing and producing a garment. Together with a strong business planning, market research and technical skills, our programme offers our students the opportunity to learn in an international environment where they can explore culture and trends on a global level.

At the end of the year, our students will have the opportunity to exhibit their work at a fashion show and exhibition organized by the AOD. Amongst the audience will be the industry's finest practitioners.

時裝商業及設計高等證書為一個商業導向課程，在整個課程內同學除了會學習時裝設計外，更會教導同學在設計的同時分析現今市場需要。訓練商業觸覺令同學所設計的產品及更容易進入市場。

在一年的學習過程中，同學會接觸到由設計，車縫製作至時裝表演等各方面技巧，更會學習商策劃，市場調查分析等等…而學校更會提供機會讓不同國籍的同學進行學術交流，從人與人接觸中了解不同文化及他人的設計觀。

同學的畢業個人時裝系列將會在由學校(AOD)主辦的畢業時裝設計表演及展覽中向公眾及業內人士展出。

Career prospects (職業前景)

Our Graduates may have vast opportunities in their career path as fashion designers, fashion buyers, fashion merchandizer, public relation managers, fashion editors, trend researchers, etc…

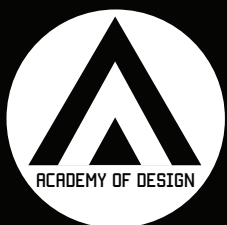
畢業同學可能受聘為時裝設計師，服裝買手，服裝採購，公共關係經理，時尚編輯，流行預測，等等…

Curriculum (課程內容)

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| - Introduction to fashion design | (時裝設計導論) |
| - Fashion illustration | (時裝繪圖及插畫) |
| - Textile and materials | (紡織與物料) |
| - Garment construction and Production drawing | (服裝結構及生產繪圖) |
| - Paper pattern making and sewing | (紙樣設計及車縫技巧) |
| - Contemporary day wear design | (流行日服設計) |
| - Evening wear design | (晚裝設計) |
| - Visual Communication & Branding | (視覺傳達及品牌學) |
| - Fashion Forecasting & Trend Analysis | (流行趨勢預測及分析) |
| - Computer aided design | (設計專業電腦運用) |
| - Fashion Business, Merchandizing & Advertising | (時裝商業及生產推廣) |
| - Final Collection & Fashion Show | (畢業個人作品系列及展覽) |

Notes: Academy of design reserves the right to cancel or amend the programme and its content.

注意: Academy of design保留一切有關取消或修改課程內容的權利。



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Requirements (入學要求)

The advanced certificate is a one year part - time programme and is available in English and Cantonese. Students with a good command of English are eligible to apply to the English programme.

Applicants will be required to bring along their design or art portfolio for an interview. For any queries regarding the interview process feel free to contact us.

高等證書課程為一年制兼讀課程，課程提供英文及中文為教學語言。報讀英文班的同學必須具有良好的英語溝通能力。

學校會對報讀本課程的同學進行面試，如同學有任何過往設計或藝術作品集等均需帶同出席課程面試。如對面試或準備過程有任何問題，歡迎聯絡我們。

