

Fashion Studies

The West End of London is probably the best place in the world to train for a career in the international fashion industry...



London is one of the world's great fashion capitals. From the creativity of avant-garde designers like Vivienne Westwood, Alexander McQueen and Stella McCartney to the classic style of world famous fashion houses such as Burberry, Aquascutum and Paul Smith, London has it all.

Every year exciting new talent emerges from the hot-house environment of London's fashion scene, new designers show their latest collections at the world famous London Fashion Week and dynamic fashion entrepreneurs launch cutting-edge designer labels into a world market hungry for the latest British fashions.

Where better to study for a career in this highly creative and ever changing industry than London?

A well-established course in an exciting new location

Opening in September 2007, West London College of Fashion will be located in its own dedicated facilities in our Manchester Street building close to the heart of London's fashion hub - just a few

minutes' walk from the retail outlets of the big-name designers and fashion houses in Bond Street, South Molton Street and Regent Street, and the famous stores of Oxford Street and Regent Street.

Our state-of-the art Fashion faculty may be brand new but the course is long-established and well proven, having been run for many years at our sister College in Oxford.

Practical Training

The emphasis will be on 'hands-on' practical training and problem-based learning - students will learn through their own practical experience, not just by watching others. The College will have excellent pattern-cutting and garment making facilities, plus the latest computer technology, all supervised by the tutors who are experienced industry practitioners, some with successful fashion careers of their own.



1.



A perfect pathway to a British university degree in Fashion

The Fashion Foundation is of one academic year in duration and has been designed with the help of the fashion staff at the University of East London. The concept is simple - pass this course and you are guaranteed entry to at least one of the four fashion honours degrees offered by the University: Fashion Design, Fashion Design with Marketing, Printed Textiles with Surface Decoration, or Fashion Futures.

Naturally you are not confined to the University of East London. The skills that you develop on the programme are suitable for admission to fashion degree courses at a range of other institutions also. There is, however, a strong bond between UEL and WLC in this subject area, and a great deal of cooperation on syllabus content, so making it an excellent onward pathway for further study.

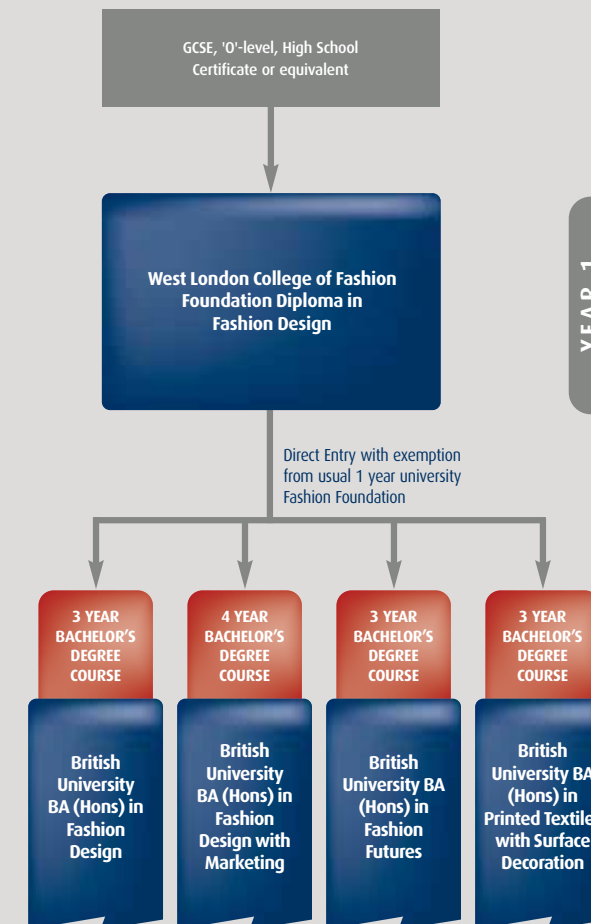
Pictures:
2> Hands-on skills are a central to the course.
1, 3 & 4> Examples of past students' work.



2.

Fashion Studies COURSE SELECTOR

Use this flow-chart for a quick understanding of entry requirements and course progression.



YEAR 1

THE UNIVERSITY OF EAST LONDON
FASHION DEGREE PATHWAYS:



BA (Hons) in Fashion Design - develops artistic talent & teaches design & production skills to a level commercially acceptable to the British fashion industry.

BA (Hons) in Design with Marketing - combines fashion design with the study of consumer behaviour, retailing & fashion promotion. Includes an industrial placement year.

BA (Hons) in Textiles - develops the creative design and technical skills required to produce fashion fabrics using print room techniques and digital technology.

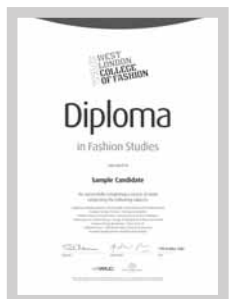
BA (Hons) in Fashion Futures - identifying future trends in all aspects of fashion (clothing, leisure, music, food...) & presenting them persuasively to potential investors.

EXAMINING BODY:



CERTIFICATION

Our Fashion Foundation course leads to an internally validated Diploma recognised by the University of East London for degree entry.



3.



4.

Foundation Diploma in Fashion Design

A superb fashion foundation that guarantees entry to fashion degrees at one of London's biggest and best-equipped universities

Course Overview

Designed and taught by fashion professionals, this course provides a broad foundation to the trade and guaranteed access to a range of honours degrees in fashion at the University of East London.

The course opens with an induction to the world of fashion before going on to focus on the key principles of fashion design and the commercial foundations on which successful fashion houses are built. This includes study of practical design, including illustration and garment construction, the background to fashion, fashion history and the more theoretical side including colour theory. Lastly the course takes a look at the vital business side of fashion including the retail environment, marketing and branding.

During their course, each student produces a diverse portfolio of work for interviews, whether for degree entry or industry-related jobs. There is a fashion show in early summer when students show the work they have completed during the year.

Throughout the course students are taught in small groups, and with as much 'hands-on' work as possible. It is our aim that students can use the Diploma either for onward academic progression, to degree level and beyond, or alternatively for the purpose of employment in the fashion industry. Consequently the course has been designed to be of immediate practical value.



Course Duration

> 9 months

Entry Requirement

> A good secondary education equivalent to GCSE or 'O' level and some artistic ability.

Course Start Dates

> September (2007)

> January (2008)

Qualification

> West London College of Fashion Foundation Diploma in Fashion Design



1.

COURSE REFERENCE: 5A



WLCF FOUNDATION DIPLOMA IN FASHION DESIGN SYLLABUS:

- > Exploring Fashion Drawing - Sketch Books, Visual Research & Field Research
- > Fashion Creative Practice - 3D Experimentation
- > Fashion Visual Communication - Drawing Presentation Techniques
- > Introduction to Fashion Design - Design Development & Ideas Generation
- > Fashion Design Realisation - From 2D to 3D
- > Fashion Project - Individual Project & Garment Outcome
- > Portfolio Development & Presentation

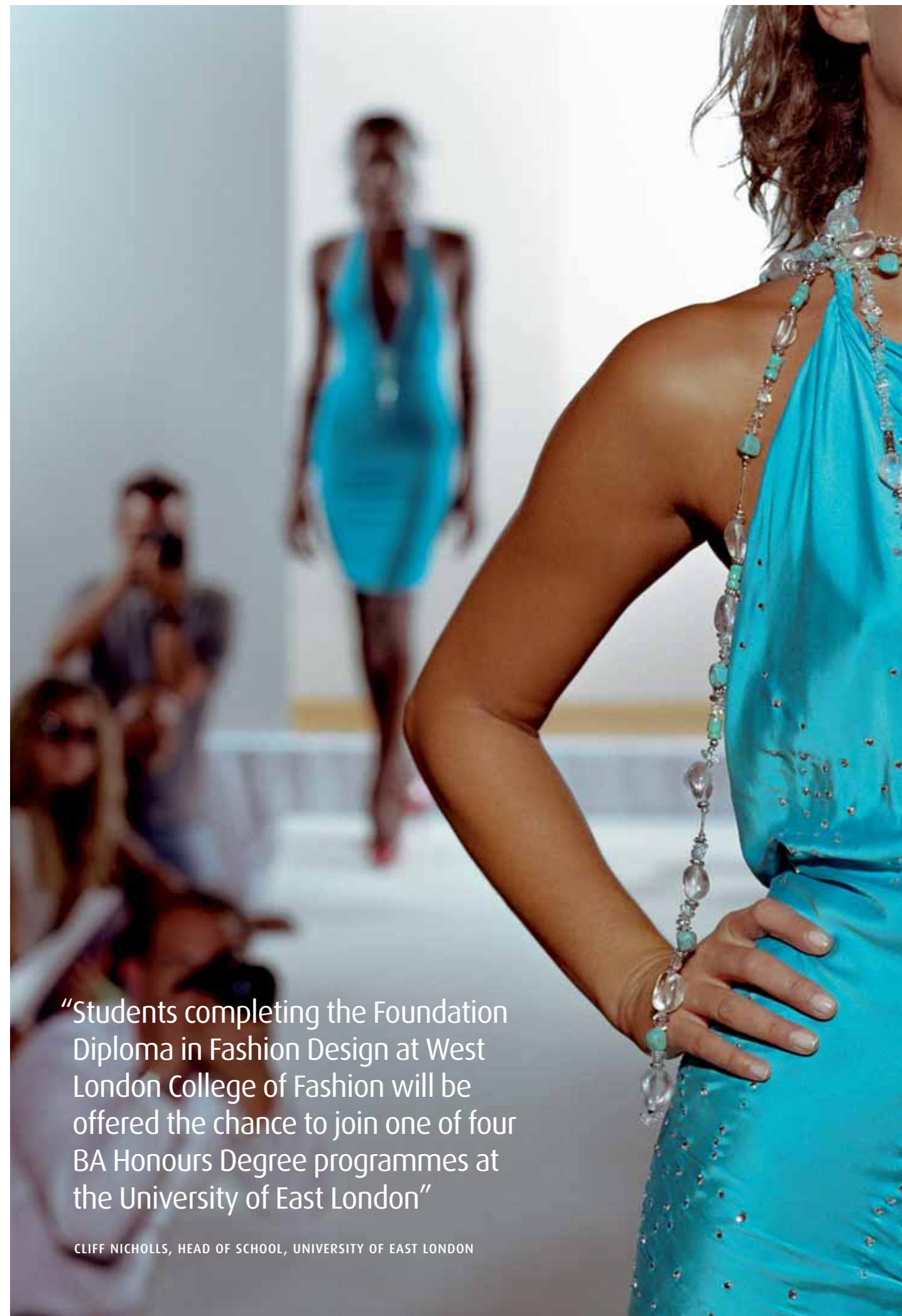


2.

Pictures:
1 & 2> WLCF fashion courses focus on practical hands on skills relevant to the fashion workplace.

EXAMINING BODY:

WEST LONDON COLLEGE OF FASHION



"Students completing the Foundation Diploma in Fashion Design at West London College of Fashion will be offered the chance to join one of four BA Honours Degree programmes at the University of East London"

CLIFF NICHOLLS, HEAD OF SCHOOL, UNIVERSITY OF EAST LONDON