

Higher Diploma in Fashion Design & Production Development (2-yr mode)

Year of Study

Yr 1

Subjects

English for Fashion Business
Putonghua for Fashion Business
Colour Appreciation for Fashion Design
Advanced Fashion Illustration and Presentation
Casual Wear Design
Men's and Ladies' Suits Design
Childrenswear Design
Computer Application on Fashion Design
Garment Construction
DIY Workshop
Fashion Marketing
Fashion Product Development
Textile Material Technology and Application
Advanced Garment Sewing Training
Advanced Paper Pattern Cutting
Production Drawing

Yr 2

Fashion Illustration: Personal Style
Bridal and Evening Gown Design
Fashion Accessory Design
Fashion Trade Fair: Hong Kong & Overseas
Fashion Trade Fair: China
Computer Application for Design Presentation
History of Fashion Culture
Fashion Business Management
Corporate Image and Brand Development
Fashion Retailing & Merchandising
Fashion Industry in Mainland China
Brand Development in China Market
Three-Dimensional Draping
Knitwear Design & Application
Portfolio Production and Fashion Show I
Portfolio Production and Fashion Show II

Course: Putonghua for Fashion Business

Level: HD in Fashion Design & Product Development – Year 1

This course is designed to develop students' conversational and presentation skills in Putonghua as well as foster students' abilities in listening and speaking in different business situations so that they can carry out various communication tasks with a reasonable degree of accuracy and fluency. The course also includes phonology and provides students with a spectrum of specific Chinese terminologies commonly used in fashion industry.

Course: English for Fashion Business

Level: HD in Fashion Design & Product Development – Year 1

This course is designed to develop students' conversational and presentation skills in English as well as foster students' abilities in listening and speaking in different business situations so that they can carry out various communication tasks with a reasonable degree of accuracy and fluency. The course also provides students with a spectrum of specific English terminologies commonly used in fashion industry.

Course: Colour Appreciation for Fashion Design

Level: HD in Fashion Design & Product Development – Year 1

Different application of colours and their combinations on clothes reveal different visual effects and messages, triggering the response from customers. Within the colour palette, the personality, style and psychological mode of an individual are shown. A professional fashion designer should undoubtedly be sensitive to the use of colours applied on fashion or pattern design. In this course, students are guided to experiment with colours on fabrics and garments so as to identify and reproduce their own colour systems.

Moreover, with various case studies, students will analyze existing brands and framed designers, and examine the colour characteristics, ideas and key influential issues of their collections in contemporary fashion culture context.

Course: Advanced Fashion Illustration and Presentation

Level: HD in Fashion Design & Product Development – Year 1

In this course, students can have in-depth understanding and practice on watercolour, acrylic colour, pastel, marker pen and other presentation media for fashion design so as to reinforce and consolidate the techniques of illustration. Students explore a variety of texture rendering

and illustration problem-solving skills.

Moreover, particular attention is put on the presentation of colour, texture and patterns of fabrics. This course also develops drawing skills with an emphasis on hair styling, figure gesture, proportion and design refinement along with a wide range of media.

Course: Casual Wear Design

Level: HD in Fashion Design & Product Development – Year 1

Causal wear remains a prime market driver with business casual attires and city/urban wear expected to sell well. The phenomenal spread of relaxed office dress codes and the greater emphasis on "business casual" attire has boosted the demand for casual or city/urban wear. It comprises different styles of collared shirt, blazer, outer wear, knit or woven related separates, sweaters, crop tops, t-shirts, jeans, pants, skirts, etc.

As a fundamental design course, this course aims to provide students with thorough understanding of the principles, elements, fabrics, details and trends of casual wear design. Subsequently, the special emphasis on comfort, freedom of movement and elegance will be integrated in the study of fabrics for design development for a casual wear collection.

Course: Men's and Ladies' Suits Design

Level: HD in Fashion Design & Product Development – Year 1

Trousers and shirts make up most of menswear sales while skirts and pants are imperative in ladies business fashion. Today, growing demand for suits is stimulating the men's clothing market. Custom-made suits are also in demand, according to local tailors. Most of the clients are college or university students and young executives who are climbing up the corporate ladder. Well fitted suits, with a feeling of harmony and professionalism, enable them to look smart and well groomed when they socialize or travel overseas.

The core focus of this module is to manipulate suit design techniques and the ways in which materials and techniques work with design ideas in harmony. How market needs and previous fashion trends affect the development of suit design will also be analyzed so that fashion history, trend forecasting, theory and practice will be delivered constantly to students.

Course: Childrenswear Design

Level: HD in Fashion Design & Product Development – Year 1

As the economy has been growing rapidly since the last decade, the market of childrenswear expands and becomes more important. Many famous brands such as Agnes B and Ralph Polo also take a wise move to develop childrenswear line and department stores such as Marks & Spencer also enjoy a big share as they start to focus more strongly on childrenswear. Moreover, consumers are trading up in their childrenswear expenditure, looking for service, quality and fashion value.

In this course, the special requirements and design techniques of childrenswear are introduced so that students can get a comprehensive understanding of fashion design workflow and an overall view of fashion market. This course also provides effective opportunities for practising fashion graphic design both by hand and computer.

Course: Computer Application on Fashion Design

Level: HD in Fashion Design & Product Development – Year 1

With the foundation of 2D-computer graphic design, students will be consolidated in using computer design tools to handle most of the basic print design for fashion. This course, which focuses on Adobe Illustrator, gives students an additional medium to push and refine their designs. Through exercises and tutorials, students can develop their own typography by using Adobe Illustrator. Projects include translating hand-drawn designs into computer drawings, creating full designs on the computer, scanning and masking prints, creating prints, creating layouts and presentation.

Course: Garment Construction

Level: HD in Fashion Design & Product Development – Year 1

To ensure successful realization of a fashion product, it is essential to understand the construction of a garment. This introductory course provides a broad exposure to fashion construction ranging from knowing of equipment and terminologies used in the clothing industry to mastering techniques for presenting and illustrating the process of constructing a garment so that students can therefore convey their ideas into technical drawing and communicate with pattern maker or cutter efficiently and professionally.

Course: DIY Workshop

Level: HD in Fashion Design & Product Development – Year 1

DIY creative workshop is a special course for learning different printmaking techniques to transfer industrial manufacturing processes into handy and manageable production processes,

such as silk screen printing (絲印), photo silk screen printing (曬網) and tie-dye (紮染), bleaching, hand-paint, beading, ironing shiny stone, heat-transferring, etc. Since silk screening printing creates a sharp-edged single-colour image with a high level of detail using a stencil and a porous fabric, the workshop provides a convenient and flexible method for fashion designers to create patterns and prints of fashion design.

Course: Fashion Marketing

Level: HD in Fashion Design & Product Development – Year 1

In this course, students will be guided to analyze the marketing environment and propose marketing strategies in various areas such as buying and merchandising, market positioning, plan and execute effective advertising and promotional strategies publishing, advertising and fashion show production.

Course: Fashion Production Development

Level: HD in Fashion Design & Product Development – Year 1

Fashion designers continue their involvement with the line after it has left the design room. Moreover, the design and product development teams have been gaining importance in strengthening the business in fashion enterprises. Designers work closely with product development team working by communicating with customers and suppliers to interpret market trends, develop new products and production techniques. Apart from working with the sales executives to discuss the latest market trends, they also assist the production department to fine-tune the manufacturing process and make recommendations on the materials used for the production of new products.

This course not only investigates the activities of product development but also develops students' professional competency in engaging these value-added activities so that they are innovative and tactful in dealing with different problems to accommodate the market requirements.

Course: Textile Material Technology and Application

Level: HD in Fashion Design & Product Development – Year 1

Textile is inseparable from fashion. With a piece of suitable textile, the character and artistic silhouette of a fashion product can enormously be enhanced. The key of a successful fashion product depends on the appropriate choice of textile, with its unique characteristics such as texture, surface, ability of reflection, folds, shape and volume, etc. It brings out distinctive

visual effects, form and identity on a human figure.

The course examines the textile and provides an opportunity to understand the material, production, construction, categories, characteristics, texture and usage of textile. Students explore textile and materials from hard to soft, flexible to rigid, traditional to hi-tech, both in design and cultural context.

Course: Advanced Garment Sewing Training

Level: HD in Fashion Design & Product Development – Year 1

In the course of basic garment sewing, students learn how equipment functions and its role in constructing garments. In this course, a critical overview of garment sewing introduces students to various practical and theoretical approaches to understand and explore the relationship between design concept and construction. The course also concentrates on upgrading student's sewing knowledge and skills by implementing their own design into the finished garments so that they will be given opportunities to monitor the quality of raw materials, semi-finished and finished fashion products at all stages of production.

Course: Advanced Paper Pattern Cutting

Level: HD in Fashion Design & Product Development – Year 1

Paper pattern drafting and cutting are important processes in fashion construction. Elements such as basic blocks, marks and specifications take critical role, affecting refinements and finishings in the production of garments to express different figuring and visual effects of a fashion product.

This course aims at enhancing students' all-round paper pattern cutting skills and knowledge by practicing and analyzing 2D pattern form. The course focuses on sizing, pattern drafting, grading and tailoring techniques and other advanced construction techniques used for menswear and womenswear. The principles of proportion, balance and fit as required for the achievement of well-made fashion products are also studied.

Course: Production Drawing

Level: HD in Fashion Design & Product Development – Year 1

Fashion designers and companies begin with a production drawing as their primary visual source to communicate and liaise with buyers, clients, pattern makers and sample machinists for fashion manufacturing. Production drawings are explicit line drawings of garment, drawn

to scale, using simple and clear lines, presenting all construction lines in detail such as seams, hems, stitches, trims and cuts out.

This course aims to provide students with the thorough understanding of seam types. Moreover, they will acquire skills to construct a production drawing for different categories of apparel, so as to express designs in an effective way and measurements of garment; as well as to prepare production order as a professional fashion designer in the future.

Course: Fashion Illustration: Personal Style

Level: HD in Fashion Design & Product Development – Year 2

This course aims at seeking breakthrough and advancement in creating illustration to achieve a high level of professionalism through the development of techniques. The boundaries are expanded to quality fashion, wedding gown and evening gown design drawing; from everyday fashion to the avant-grade. Students will grasp special drawings skills for illustrating fashion accessories and special materials such as metal and shiny textile.

Professional fashion illustration can be highly stylized and critically detailed to interpret the mood of the time. Students are encouraged to develop personal direction and explore possibilities in a traditional and non-traditional manner using various materials.

Course: Bridal and Evening Gown Design

Level: HD in Fashion Design & Product Development – Year 2

In this course, students engage themselves in fabric design and pattern cutting. Through a series of design exercises, they will develop design concepts and experiment with the form and shape; the body in relationship to the space. With solid foundation of pattern drafting, draping and construction techniques acquired in the previous studies, the importance of proper fit and craftsmanship will be stressed. Students are expected to achieve elegant gown fashion in a professional level.

Course: Fashion Accessory Design

Level: HD in Fashion Design & Product Development – Year 2

In this course, students create various accessories from original ideas, such as the design and construction of embellished evening bags, belts, gloves, costume jewellery, and millinery. Market needs and trends will be analyzed to incorporate fashion accessories with fashion collections in a congruous manner. Emphasis is placed on reference to history of individual

accessories and developing collections of illustrations in colour.

Course: Fashion Trade Fair: Hong Kong and Overseas

Level: HD in Fashion Design & Product Development – Year 2

Hong Kong remains the most popular trade fair location in Asia, with international and mainland Chinese companies using the events to buy, sell and keep ahead of industry trends. Knowledge of the current events of fashion and an eye for what is to come are crucial talents for a successful fashion designer. For keeping in touch with the latest fashion trends, establishing connection and exploring market opportunities, fashion designers involve themselves actively in international shows and trade fairs where manufacturers and traders come to congregate.

Through lectures, visits and case studies, production design for stage is explored, emphasizing the collaborative world of fashion design and fashion show. This course gives an essential introduction to prepare students for their graduation project.

Course: Fashion Trade Fair: China

Level: HD in Fashion Design & Product Development – Year 2

Hong Kong remains the most popular trade fair location in Asia, with international and mainland Chinese companies using the events to buy, sell and keep ahead of industry trends. Knowledge of the current events of fashion and an eye for what is to come are crucial talents for a successful fashion designer. For keeping in touch with the latest fashion trends, establishing connection and exploring market opportunities, fashion designers involve themselves actively in international shows and trade fairs where manufacturers and traders come to congregate.

Through lectures, visits and case studies, production design for stage is explored, emphasizing the collaborative world of fashion design and fashion show. This course gives an essential introduction to prepare students for their graduation project.

Course: Computer Application for Design Presentation

Level: HD in Fashion Design & Product Development – Year 2

This course further explores the application techniques of using computer as a tool for design presentation and portfolio production and prepares students for professional practice. The design of websites will also be introduced to students with emphasis on the corporate identity

and effective publicity. Advanced training will be given in the aspects of creating sophisticated prints on fabric and production drawing using Adobe software.

Course: History of Fashion Culture

Level: HD in Fashion Design & Product Development – Year 2

This course traces the history of fashion culture from the 18th century to the present day as a basis for the design and construction of garments. Conceptual, cultural and historic issues are discussed and used as reference along with contemporary application to design. This course provides challenges to explore modern interpretation in traditional and non-traditional ways.

Consideration is also given to the influence of historical background on the presentation approaches of fashion artworks, and the relationship and transformation between man and clothes.

Course: Fashion Business Management

Level: HD in Fashion Design & Product Development – Year 2

The keystones of prominent performance of fashion business transform from design and technological elements to the sectors of management strategies. The management of fashion merchandising and business operation plays an important part in maintaining an enterprise's competitiveness.

The course investigates different management segments of fashion industry, its characteristics, practices and environment. It examines the management of finance, organization structure, system, human resources and products of a fashion enterprise in both local and global context.

Course: Corporate Image and Brand Development

Level: HD in Fashion Design & Product Development – Year 2

Brand names contribute to product success. A label's immediate popularity leads to its first image and interprets fashion elements for the mass market while maintaining the consistent corporate image with creativeness and surprise can keep the brand name fresh and impressive. Thus, fashion designers should be aware of the corporation image and identity when developing their inspiration to the full.

Course: Fashion Retailing & Merchandising

Level: HD in Fashion Design & Product Development – Year 2

Fashion retailing contributes to great bulk of business. It is an area in which creative ideas and marketing strategies are blended together and affect each other. This course continues with the course of Fashion Marketing to help students to understand fashion retailing and distribution and integrate the various management skills for the successfulness of a fashion retailer in the regional market.

Course: Fashion Industry in Mainland China

Level: HD in Fashion Design & Product Development – Year 2

China's accession to the World Trade Organisation (WTO) means that China can enjoy the benefits of quota liberalisation under the WTO Agreement on Textiles and Clothing (ATC). Hong Kong's status as a renowned design centre of excellence and its harmonious trade relationship with the global fashion industry makes it an ideal base to foster trade links with mainland companies and the rest of the world.

Through different case studies and research projects, students will access the key to understand the differences between local and mainland companies. This is crucial for students who are keen to work for franchising and multi-brand companies, as well as for those who would like to set up their own business.

Course: Brand Development in China Market

Level: HD in Fashion Design & Product Development – Year 2

China's accession to the WTO is expected to have a significant impact on the industry. China has witnessed a market boom and China's garment retail market is expected to expand even further.

Many brands have taken perhaps the most striking step to expand their retail and wholesale business division. Thus, a clear understanding of the mainland market provides an excellent advantage for Hong Kong SMEs to undergo retailing business venture in the potentially huge Chinese mainland market, such as the cities of Shanghai, Guangzhou, Beijing, Shenzhen, Dalian, Suzhou.

Course: Three-Dimensional Draping

Level: HD in Fashion Design & Product Development – Year 2

3D Draping is a method of cutting the pattern, using the fabric instead of flat paper pattern to

shape the body form. It is one of the most important processes in garment manufacturing. In this course, students will explore the design of “experimental” garments using the basic elements of mass, volume, form and motion. Basic draping principles will be introduced as a method to provide three-dimensional form to original design concepts.

Moreover, creative designs and interpretations in various styles are explored. The appreciation of fashion design via draping will also be discussed. Thus, students can develop the skills of creative draping techniques, creating their own designs on the dress form and eliminate the steps of fashion sketching.

Course: Knitwear Design & Application

Level: HD in Fashion Design & Product Development – Year 2

The course aims to let students understand the construction and concept of knitwear. This class is an explorative approach into traditional and non-traditional methods of creating and manipulating surface through texture. Techniques such as knitting, crocheting, stitching and embellishment provide a language that speaks about shape and form through construction. Demonstrations give students a foundation in various stitch patterns and techniques. Structured exercises encourage students to create concepts that are three-dimensional in form along with shape and fit manipulation.

Course: Portfolio Production and Fashion Show I

Level: HD in Fashion Design & Product Development – Year 2

This course will be a perfect stage for students to flaunt their creative designs. Through this experience, students concentrate on identifying their individual areas of interest and competence in their own style. Upon completion of the course, a student should be equipped with the practical and aesthetic skills needed to become a professional fashion designer.

Final collection project and the preparation of a graduation show is an integrated summary of this higher diploma programme.

Course: Portfolio Production and Fashion Show II

Level: HD in Fashion Design & Product Development – Year 2

The most exciting instant to the designers comes finally in the flash-on of lights in the graduation show. Shedding uncommon splendors, those classical and fashionable works, performed by the models, will arouse keen enthusiasm of audience in the atmosphere of

background music and lights.

Final collection project and fashion show is an integrated summary of this higher diploma programme. This fashion show provides a golden opportunity for students to show their professionalism in fashion design. This also increases their exposure to professionals, trader organizations, public and media, thus promoting chance of employment or further studies.

Higher Diploma in Fashion Design & Production Development (3-yr mode)

Year of Study

Subjects

Yr 1

Business Chinese
Business English
Colour Theory
Basic Fashion Illustration and Presentation
Graphic Design for Fashion
Fashion Advertising
Casual Wear Design
Computer Imaging for Fashion Design
History of Fashion Culture
Garment Construction
Textile Material Technology and Application
Basic Garment Sewing Training
Basic Paper Pattern Cutting
Production Drawing

Yr 2

English for Fashion Business
Putonghua for Fashion Business
Colour Appreciation for Fashion Design
Advanced Fashion Illustration and Presentation
Men's and Ladies' Suits Design
Childrenswear Design
Computer Application on Fashion Design
DIY Workshop
Fashion Marketing
Fashion Product Development
Knitwear Design & Application
Advanced Garment Sewing Training
Advanced Paper Pattern Cutting

Yr 3

Fashion Illustration: Personal Style
Bridal and Evening Gown Design
Fashion Accessory Design
Fashion Trade Fair: Hong Kong & Overseas
Fashion Trade Fair: China
Computer Application for Design Presentation

Fashion Business Management
Corporate Image and Brand Development
Fashion Retailing & Merchandising
Fashion Industry in Mainland China
Brand Development in China Market
Three-Dimensional Draping
Portfolio Production and Fashion Show I
Portfolio Production and Fashion Show II

Course: Business Chinese

Level: HD in Fashion Design & Product Development – Year 1

Through different types of exercises and practices of reading, writing, listening and speaking, students would enhance their Chinese language learning, oral communication and competence in reading and writing for business purposes.

Course: Business English

Level: HD in Fashion Design & Product Development – Year 1

This course is designed to consolidate students' English foundation and help them improve their English proficiency skills of reading, writing, listening, speaking and word power including use of common words, phrasal words, idioms and prepositions.

Course: Colour Theory

Level: HD in Fashion Design & Product Development – Year 1

This course helps students to explore the content of colour from the basic primaries in the colour system: types of colour, colour theories, hue and complementary colour, contrast and harmony, harmonious colour combinations, colour interactions, computer light mixtures, and psychological effects of colour and visual effects induced by different applications of colours on garments.

Course: Graphic Design for Fashion

Level: HD in Fashion Design & Product Development – Year 1

In this course, instructors will lead students to experiment with different methods for generating design ideas – both two and three dimensions and to explore the relationship

between fashion design and graphic design. Moreover, students are guided to create effective designs that communicate visually in both design sketches and multimedia presentation

Course: Basic Fashion Illustration and Presentation

Level: HD in Fashion Design & Product Development – Year 1

Illustration is a language fashion designers used to exemplify their ideas about garment and accessories. This beginning course introduces the concepts and methods of fashion illustration. Students can have in-depth understanding and practice on various presentation media and materials for fashion design so as to express their design ideas in an effective and impressive way. Students can build up their foundation of imperative techniques for illustration and then proceed to advanced and professional study. Students start with sketches and communicate design concepts in clothing with various styles and expressions.

Course: Fashion Advertising

Level: HD in Fashion Design & Product Development – Year 1

Fashion advertising is one of the significant segments in the competitive fashion industry. It also affects our mode of living, tastes and the fashion trend. Advertisements in glossy fashion magazines are popular to the public during the *trendsetting stage* while a new trend is featured in window displays and image advertisements during *acceptance stage* and *promotional stage* of a fashion collection. Outstanding fashion advertising is indispensable for diffusing and conveying the message of a brand or a product to different customers of the society while impressive advertising has a striking force to attractive target customers.

Course: Casual Wear Design

Level: HD in Fashion Design & Product Development – Year 1

Causal wear remains a prime market driver with business casual attires and city/urban wear expected to sell well. The phenomenal spread of relaxed office dress codes and the greater emphasis on "business casual" attire has boosted the demand for casual or city/urban wear. It comprises different styles of collared shirt, blazer, outer wear, knit or woven related separates, sweaters, crop tops, t-shirts, jeans, pants, skirts, etc.

As a fundamental design course, this course aims to provide students with thorough understanding of the principles, elements, fabrics, details and trends of casual wear design. Subsequently, the special emphasis on comfort, freedom of movement and elegance will be integrated in the study of fabrics for design development for a casual wear collection.

Course: Computer Imaging for Fashion Design

Level: HD in Fashion Design & Product Development – Year 1

The use of computer provides an effective learning platform in design education. In this course, students will learn on an Adobe platform (Photoshop, Freehand etc) and equip with the necessary techniques of using computer as a tool for precise presentation of their design concepts. It offers in-depth transition from hand-drawn designs into computer graphics, illustrations and presentations.

Course: History of Fashion Culture

Level: HD in Fashion Design & Product Development – Year 1

This course traces the history of fashion culture from the 18th century to the present day as a basis for the design and construction of garments. Conceptual, cultural and historic issues are discussed and used as reference along with contemporary application to design. This course provides challenges to explore modern interpretation in traditional and non-traditional ways.

Consideration is also given to the influence of historical background on the presentation approaches of fashion artworks, and the relationship and transformation between man and clothes.

Course: Garment Construction

Level: HD in Fashion Design & Product Development – Year 1

To ensure successful realization of a fashion product, it is essential to understand the construction of a garment. This introductory course provides a broad exposure to fashion construction ranging from knowing of equipment and terminologies used in the clothing industry to mastering techniques for presenting and illustrating the process of constructing a garment so that students can therefore convey their ideas into technical drawing and communicate with pattern maker or cutter efficiently and professionally.

Course: Textile Material Technology and Application

Level: HD in Fashion Design & Product Development – Year 1

Textile is inseparable from fashion. With a piece of suitable textile, the character and artistic silhouette of a fashion product can enormously be enhanced. The key of a successful fashion product depends on the appropriate choice of textile, with its unique characteristics such as texture, surface, ability of reflection, folds, shape and volume, etc. It brings out distinctive

visual effects, form and identity on a human figure.

The course examines the textile and provides an opportunity to understand the material, production, construction, categories, characteristics, texture and usage of textile. Students explore textile and materials from hard to soft, flexible to rigid, traditional to hi-tech, both in design and cultural context.

Course: Basic Garment Sewing Training

Level: HD in Fashion Design & Product Development – Year 1

Understanding the esthetics of how a garment is designed is only one part of the design process. Many other factors influence the success of a commercial fashion product. In order to monitor the quality of raw materials, semi-finished and finished fashion products at all stages of production, knowledge of production workflow and skills of production processes such as cutting, sewing and finishing for all the components of a fashion product are indispensable for fashion designers.

Through a series of sewing demonstration and practice, this programme will provide in-depth theoretical and practical training on various production processes and methods for different parts of garments. Moreover, by learning the sewing of different fashion components, students will have a better conception of the structure of a fashion product.

Course: Basic Paper Pattern Cutting

Level: HD in Fashion Design & Product Development – Year 1

Fashion design begins with the designer's vision that is brought to paper and worked through multiple drafts. Once a final sketch is made the designer must consider the different materials and textures available and anticipate how the piece will fall on a three-dimensional body. After the material has been selected, the pattern is cut from the cloth and sewn together. Only after many incarnations and considerations can the designer's vision be brought to life.

As a fundamental course of training, this course aims at inculcating students with the paper-cutting techniques for basic patterns for various styles of fashion. The learning process will involve a combination of flat pattern cutting and moulage techniques to assure that the requirements of silhouette and proportion are achieved.

Course: Production Drawing

Level: HD in Fashion Design & Product Development – Year 1

Fashion designers and companies begin with a production drawing as their primary visual source to communicate and liaise with buyers, clients, pattern makers and sample machinists for fashion manufacturing. Production drawings are explicit line drawings of garment, drawn to scale, using simple and clear lines, presenting all construction lines in detail such as seams, hems, stitches, trims and cuts out.

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Course: Putonghua for Fashion Business

Level: HD in Fashion Design & Product Development – Year 2

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so as to identify and reproduce their own colour systems.

Moreover, with various case studies, students will analyze existing brands and framed designers, and examine the colour characteristics, ideas and key influential issues of their collections in contemporary fashion culture context.

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Moreover, particular attention is put on the presentation of colour, texture and patterns of fabrics. This course also develops drawing skills with an emphasis on hair styling, figure gesture, proportion and design refinement along with a wide range of media.

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Course: Childrenswear Design

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also take a wise move to develop childrenswear line and department stores such as Marks & Spencer also enjoy a big share as they start to focus more strongly on childrenswear. Moreover, consumers are trading up in their childrenswear expenditure, looking for service, quality and fashion value.

In this course, the special requirements and design techniques of childrenswear are introduced so that students can get a comprehensive understanding of fashion design workflow and an overall view of fashion market. This course also provides effective opportunities for practising fashion graphic design both by hand and computer.

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DIY creative workshop is a special course for learning different printmaking techniques to transfer industrial manufacturing processes into handy and manageable production processes, such as silk screen printing (絲印), photo silk screen printing (曬網) and tie-dye (紮染), bleaching, hand-paint, beading, ironing shiny stone, heat-transferring, etc. Since silk screening printing creates a sharp-edged single-colour image with a high level of detail using a stencil and a porous fabric, the workshop provides a convenient and flexible method for fashion designers to create patterns and prints of fashion design.

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In this course, students will be guided to analyze the marketing environment and propose marketing strategies in various areas such as buying and merchandising, market positioning, plan and execute effective advertising and promotional strategies publishing, advertising and

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This course not only investigates the activities of product development but also develops students' professional competency in engaging these value-added activities so that they are innovative and tactful in dealing with different problems to accommodate the market requirements.

Course: Knitwear Design & Application

Level: HD in Fashion Design & Product Development – Year 2

The course aims to let students understand the construction and concept of knitwear. This class is an explorative approach into traditional and non-traditional methods of creating and manipulating surface through texture. Techniques such as knitting, crocheting, stitching and embellishment provide a language that speaks about shape and form through construction. Demonstrations give students a foundation in various stitch patterns and techniques. Structured exercises encourage students to create concepts that are three-dimensional in form along with shape and fit manipulation.

Course: Advanced Garment Sewing Training

Level: HD in Fashion Design & Product Development – Year 2

In the course of basic garment sewing, students learn how equipment functions and its role in constructing garments. In this course, a critical overview of garment sewing introduces students to various practical and theoretical approaches to understand and explore the relationship between design concept and construction. The course also concentrates on upgrading student's sewing knowledge and skills by implementing their own design into the

finished garments so that they will be given opportunities to monitor the quality of raw materials, semi-finished and finished fashion products at all stages of production.

Course: Advanced Paper Pattern Cutting

Level: HD in Fashion Design & Product Development – Year 2

Paper pattern drafting and cutting are important processes in fashion construction. Elements such as basic blocks, marks and specifications take critical role, affecting refinements and finishings in the production of garments to express different figuring and visual effects of a fashion product.

This course aims at enhancing students' all-round paper pattern cutting skills and knowledge by practicing and analyzing 2D pattern form. The course focuses on sizing, pattern drafting, grading and tailoring techniques and other advanced construction techniques used for menswear and womenswear. The principles of proportion, balance and fit as required for the achievement of well-made fashion products are also studied.

Course: Fashion Illustration: Personal Style

Level: HD in Fashion Design & Product Development – Year 3

This course aims at seeking breakthrough and advancement in creating illustration to achieve a high level of professionalism through the development of techniques. The boundaries are expanded to quality fashion, wedding gown and evening gown design drawing; from everyday fashion to the avant-grade. Students will grasp special drawings skills for illustrating fashion accessories and special materials such as metal and shiny textile.

Professional fashion illustration can be highly stylized and critically detailed to interpret the mood of the time. Students are encouraged to develop personal direction and explore possibilities in a traditional and non-traditional manner using various materials.

Course: Bridal and Evening Gown Design

Level: HD in Fashion Design & Product Development – Year 3

In this course, students engage themselves in fabric design and pattern cutting. Through a series of design exercises, they will develop design concepts and experiment with the form and shape; the body in relationship to the space. With solid foundation of pattern drafting, draping and construction techniques acquired in the previous studies, the importance of proper fit and craftsmanship will be stressed. Students are expected to achieve elegant gown fashion in a

professional level.

Course: Fashion Accessory Design

Level: HD in Fashion Design & Product Development – Year 3

In this course, students create various accessories from original ideas, such as the design and construction of embellished evening bags, belts, gloves, costume jewellery, and millinery. Market needs and trends will be analyzed to incorporate fashion accessories with fashion collections in a congruous manner. Emphasis is placed on reference to history of individual accessories and developing collections of illustrations in colour.

Course: Fashion Trade Fair: Hong Kong and Overseas

Level: HD in Fashion Design & Product Development – Year 3

Hong Kong remains the most popular trade fair location in Asia, with international and mainland Chinese companies using the events to buy, sell and keep ahead of industry trends. Knowledge of the current events of fashion and an eye for what is to come are crucial talents for a successful fashion designer. For keeping in touch with the latest fashion trends, establishing connection and exploring market opportunities, fashion designers involve themselves actively in international shows and trade fairs where manufacturers and traders come to congregate.

Through lectures, visits and case studies, production design for stage is explored, emphasizing the collaborative world of fashion design and fashion show. This course gives an essential introduction to prepare students for their graduation project.

Course: Fashion Trade Fair: China

Level: HD in Fashion Design & Product Development – Year 3

Hong Kong remains the most popular trade fair location in Asia, with international and mainland Chinese companies using the events to buy, sell and keep ahead of industry trends. Knowledge of the current events of fashion and an eye for what is to come are crucial talents for a successful fashion designer. For keeping in touch with the latest fashion trends, establishing connection and exploring market opportunities, fashion designers involve themselves actively in international shows and trade fairs where manufacturers and traders come to congregate.

Through lectures, visits and case studies, production design for stage is explored, emphasizing

the collaborative world of fashion design and fashion show. This course gives an essential introduction to prepare students for their graduation project.

Course: Computer Application for Design Presentation

Level: HD in Fashion Design & Product Development – Year 3

This course further explores the application techniques of using computer as a tool for design presentation and portfolio production and prepares students for professional practice. The design of websites will also be introduced to students with emphasis on the corporate identity and effective publicity. Advanced training will be given in the aspects of creating sophisticated prints on fabric and production drawing using Adobe software.

Course: Fashion Business Management

Level: HD in Fashion Design & Product Development – Year 3

The keystones of prominent performance of fashion business transform from design and technological elements to the sectors of management strategies. The management of fashion merchandising and business operation plays an important part in maintaining an enterprise's competitiveness.

The course investigates different management segments of fashion industry, its characteristics, practices and environment. It examines the management of finance, organization structure, system, human resources and products of a fashion enterprise in both local and global context.

Course: Corporate Image and Brand Development

Level: HD in Fashion Design & Product Development – Year 3

Brand names contribute to product success. A label's immediate popularity leads to its first image and interprets fashion elements for the mass market while maintaining the consistent corporate image with creativeness and surprise can keep the brand name fresh and impressive. Thus, fashion designers should be aware of the corporation image and identity when developing their inspiration to the full.

Course: Fashion Retailing & Merchandising

Level: HD in Fashion Design & Product Development – Year 3

Fashion retailing contributes to great bulk of business. It is an area in which creative ideas and marketing strategies are blended together and affect each other. This course continues with the

course of Fashion Marketing to help students to understand fashion retailing and distribution and integrate the various management skills for the successfulness of a fashion retailer in the regional market.

Course: Fashion Industry in Mainland China

Level: HD in Fashion Design & Product Development – Year 3

China's accession to the World Trade Organisation (WTO) means that China can enjoy the benefits of quota liberalisation under the WTO Agreement on Textiles and Clothing (ATC). Hong Kong's status as a renowned design centre of excellence and its harmonious trade relationship with the global fashion industry makes it an ideal base to foster trade links with mainland companies and the rest of the world.

Through different case studies and research projects, students will access the key to understand the differences between local and mainland companies. This is crucial for students who are keen to work for franchising and multi-brand companies, as well as for those who would like to set up their own business.

Course: Brand Development in China Market

Level: HD in Fashion Design & Product Development – Year 3

China's accession to the WTO is expected to have a significant impact on the industry. China has witnessed a market boom and China's garment retail market is expected to expand even further.

Many brands have taken perhaps the most striking step to expand their retail and wholesale business division. Thus, a clear understanding of the mainland market provides an excellent advantage for Hong Kong SMEs to undergo retailing business venture in the potentially huge Chinese mainland market, such as the cities of Shanghai, Guangzhou, Beijing, Shenzhen, Dalian, Suzhou.

Course: Three-Dimensional Draping

Level: HD in Fashion Design & Product Development – Year 3

3D Draping is a method of cutting the pattern, using the fabric instead of flat paper pattern to shape the body form. It is one of the most important processes in garment manufacturing. In this course, students will explore the design of “experimental” garments using the basic elements of mass, volume, form and motion. Basic draping principles will be introduced as a

method to provide three-dimensional form to original design concepts.

Moreover, creative designs and interpretations in various styles are explored. The appreciation of fashion design via draping will also be discussed. Thus, students can develop the skills of creative draping techniques, creating their own designs on the dress form and eliminate the steps of fashion sketching.

Course: Portfolio Production and Fashion Show I

Level: HD in Fashion Design & Product Development – Year 3

This course will be a perfect stage for students to flaunt their creative designs. Through this experience, students concentrate on identifying their individual areas of interest and competence in their own style. Upon completion of the course, a student should be equipped with the practical and aesthetic skills needed to become a professional fashion designer.

Final collection project and the preparation of a graduation show is an integrated summary of this higher diploma programme.

Course: Portfolio Production and Fashion Show II

Level: HD in Fashion Design & Product Development – Year 3

The most exciting instant to the designers comes finally in the flash-on of lights in the graduation show. Shedding uncommon splendors, those classical and fashionable works, performed by the models, will arouse keen enthusiasm of audience in the atmosphere of background music and lights.

Final collection project and fashion show is an integrated summary of this higher diploma programme. This fashion show provides a golden opportunity for students to show their professionalism in fashion design. This also increases their exposure to professionals, trader organizations, public and media, thus promoting chance of employment or further studies.