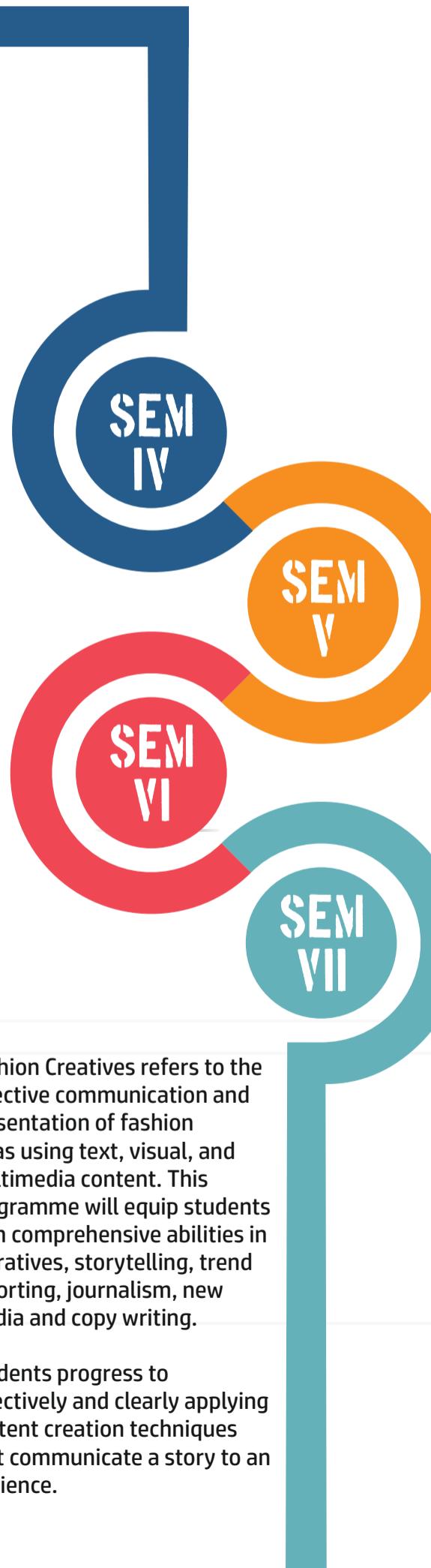


# Fashion Creatives

## Pathway Mapping

FASHION TREND STUDIES      STORY TELLING & NARRATIVES



Fashion Creatives refers to the effective communication and presentation of fashion ideas using text, visual, and multimedia content. This programme will equip students with comprehensive abilities in narratives, storytelling, trend reporting, journalism, new media and copy writing.

Students progress to effectively and clearly applying content creation techniques that communicate a story to an audience.

## FASHION CREATIVES DEEPENING SPECIALIZATION

This deepening specialization will create innovative thinkers and influencers who can collaborate across design disciplines. They will be able to anticipate trends, challenges, and envision communication solutions in Folk, traditional, social media, and evolving new media channels. While marching forward they would be encouraged to preserve craft and cultural narratives through which they would derive an inventive vision for the future.

### LEARNING OUTCOMES

Understanding of different formats of creative writing.  
Developing a personal style for writing and creating fashion content for various forms of media including new media.  
Knowledge of fashion cycles, change-agents, and short- and long-term fashion trend patterns by researching and analyzing elements such as color, fabric, print, and silhouette  
Understanding the role of Culture, Fashion Media, Social Media, Fairs and Trend Agencies.  
Knowledge of advertising content writing including print, electronic media and new media.  
Interpretation of the fashion forecast and synthesis of the same to present a trend report  
Ability to develop narratives for various media inclusive of the folkmedia.

# Visual Communication

## Pathway Mapping

DESIGN REPRESENTATION

SEM IV

MOVING IMAGES & EDITING  
(VIDEOGRAPHY)

SEM VI

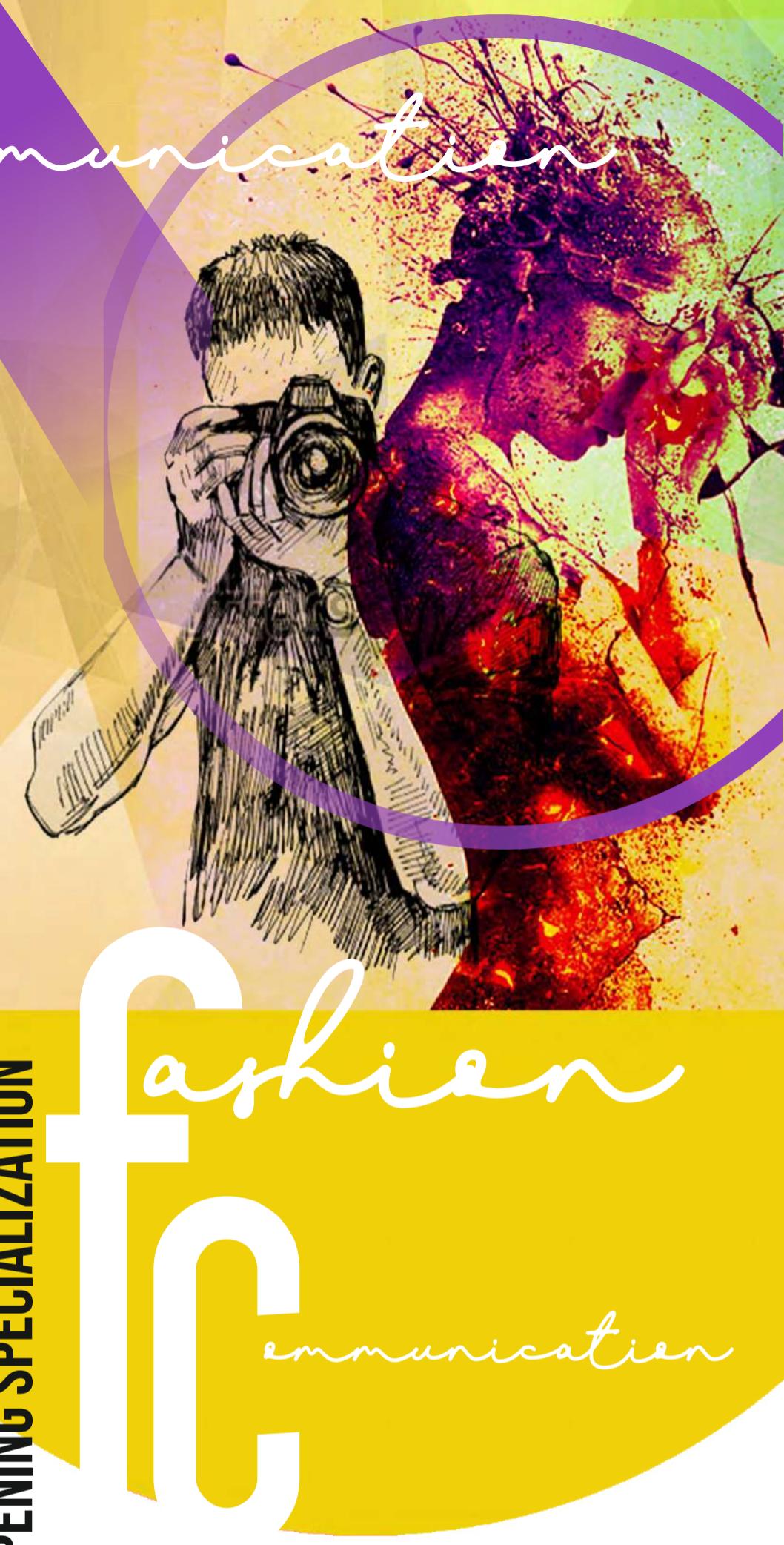
SEM VII

VISUAL CULTURE STUDY

2D ANIMATION & MOTION GRAPHICS

## VISUAL COMMUNICATION

DEEPENING SPECIALIZATION



This programme will equip students to produce creative works that communicate conceptual, and/or practical, and aesthetic propositions to their target audience. Cutting across the domains of graphic design, semiotics, image styling and print media design, this stream will create thinkers who can collaborate innovatively across design disciplines.

## LEARNING OUTCOMES

- Gain knowledge of fundamental concepts for data visualization.
- Ability to follow iterative process for visualization and to communicate quantitative information.
- Experimental skills to apply different media formats for information communication.
- Understanding of key concepts for creative positioning and advertising in fashion industry.
- Conceptualization ability and position strategic campaigns.
- Capacity to render and express with respect to utility and function (finishes, textures, etc.)
- Ability to concept and visualize events as tools of PR along with knowledge of Press Release Brand Release, Company Backgrounders, Embargoed Release and Complete Press Information pack including CD, docket folder.
- Develop understanding on clarity, responsibility and ethics of Photo Journalism and different areas of photojournalism.
- Ability to address contemporary issues in the domain of fashion and communication and develop design solutions.

Visual Communication refers to the effective communication and presentation of fashion ideas using textual and visual content.

Students progress by acquiring technical skills and specialist knowledge of various aspects of visual communication to realise creative research projects.