

## Fashion Design

You use research as the key to the design process, using Amsterdam's streets and people as the starting point. You then go on to develop your ideas into designs and explore a range of different illustration techniques to present them to finished portfolio standard. This course will give you the opportunity to study the design cycle, customer profiling and range development across a variety of market levels. You are expected to push your ideas, to expand and explore what is possible through the design process.

### DURATION COURSE

One week summer course

Monday till Friday 10 a.m. till 4 p.m.

### DATES

July 10th till July 14th, 2017

July 17th till July 21st, 2017

July 24th till July 28th, 2017

Course taught in English

### COST

Tuition fee: € 549,-

### ADDITIONAL INFORMATION

Level: Higher education-Undergraduate

### CERTIFIED

The Amsterdam Fashion Academy offers approved programs. Participants who pass the course will receive an Academy certificate of completion.

Find out more at [amsterdamfashionacademy.com](http://amsterdamfashionacademy.com)

[facebook.com/amsterdamfashionacademy](https://facebook.com/amsterdamfashionacademy) / [twitter: @AmsFashion](https://twitter.com/AmsFashion)

Call us for a personal appointment + 31 20 4896692

Or email us [info@amsterdamfashionacademy.com](mailto:info@amsterdamfashionacademy.com)

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## Content

We will start this summer course with an introduction to fashion, exploring the elements that make up the fashion cycle and analysing fashion theories including the trickle down, trickle up and trickle across effects. You will then progress onto formulating a collection plan with mood board, trend board and design developments (both hand rendered and digital) The final part of the course will involve producing technical spec drawings, collection line up boards and a full presentation of your portfolio in a group critique.

### METHODOLOGY

Learning by doing: a mix of field trips and practical workshops. This summer course is intended to introduce learners to the skills required to design and visualise a small collection, from research to production of a design portfolio.

This will involve:

1. Researching for design
2. Understanding the design process
3. Producing mood boards
4. Designing
5. Preparing a portfolio of designs

### MATERIALS

Materials are provided by the Amsterdam Fashion Academy such as: coloured inks, pastels, glue, coloured paper, paintbrushes, gouache, watercolours, fabrics, scissors and sketchbooks.

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## Who should attend?

This summer course is open to all students at any age, with varying levels of experience, including beginners. It is an intensive one-week programme for who are looking to broaden their understanding of fashion. There are no formal entry requirements and no age limits.

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# SUMMER COURSE