Fashion

Fashion and Design BTEC Certificate
Level 1

Fashion and Design

Duration: 12 weeks
Start: Ongoing
Cost: Free (eligibility applies)
Eligibility criteria applies
Age: 19+

Fashion designers need a wide range of visual, technical and thinking skills in order to develop their ideas and produce creative fashion designs. This course will enable learners to plan, research and present their own ideas in relation to a set project brief. This will involve learning about research techniques, how to source information and how to apply the information that they have found in answer to a targeted assignment brief. Learners will learn how ideas can be explored and developed, using the design cycle in a variety of ways relevant to contemporary fashion, and present final designs in response to the brief.

What you will learn

Fashion design techniques & processes

Fashion designers need a wide range of visual, technical and thinking skills in order to develop their ideas and produce creative fashion designs. This unit will enable you to plan, research and present your own ideas in relation to a set project brief. This will involve learning about research techniques, how to source information and how to apply the information that they have found in answer to a targeted assignment brief.

Fashion visualisation and presentation

This unit will focus on methods of communicating in fashion design and image making, through an introduction to a range of visualisation and presentation techniques. These will include traditional and non-traditional applications including photographic and digital imaging.

Fashion marketing & promotion

This unit will enable you to develop a basic understanding of fashion and the fashion industry through an introduction to the areas of marketing and promotion. It looks at how methods of marketing and promotion are applied to the world of fashion and enables you to explore and develop some of these methods in relation to your own fashion ideas. This unit gives you an understanding of blogging and researching your target market.

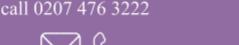## Hand, machine sewing and processes

Fashion designers need a wide range of both visual and technical skills, in order to have an understanding of basic sewing techniques and processes and be more informed with regard to construction and decorative possibilities or limitations when developing design ideas.

Garment manufacturing processes

This unit will focus on methods of communicating in fashion design and image making, through an introduction to a range of visualisation and presentation techniques. These will include traditional and non-traditional applications including photographic and digital imaging.

Digital media in art and design

This unit will help develop the underpinning skills of digital design techniques such as photoshop and illustrator and enable you to practice your digital design skills. You will also be taught how to review your own work and comment on your use of digital media.