

DIPLOMA IN FASHION MARKETING AND MANAGEMENT

Awarded by : Raffles Singapore

Intakes : January, April, July, and October

Duration : 6 months (Full-time)

Core Modules

<p>Colour Theory and Design Principles for Fashion</p>	<p>This module is designed to provide the student with the knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to identify and apply the basic theories of colour and design elements and principles. Students will have to successfully complete practical exercises and integrated projects in order to complete this module.</p> <p>Credit Points: 10</p>
<p>Computer Graphic Skills FMM</p>	<p>This module will introduce the basic techniques of computer graphic skills of Adobe Indesign, Illustrator, Photoshop and explore the relationship between type and pictorial images for visualization and communication. Student will develop an understanding of the basic design elements and principles, page composition, photo-retouching, visual weight, appropriateness, consistency and the basic use of typography to create multiple pages of fashion design layout document.</p> <p>Credit Points: 10</p>
<p>Digital Photography</p>	<p>The module aims is to provide students on the foundations of digital photography. Throughout these topics, students will be taught the importance of photography as an important visual element of communication as a medium of expression. This module will also encompass; photographic vocabulary, framing, composition, “rule of thirds”, lighting, texture, pattern, lines, depth of field, perspective, space and color. Students will be expected to demonstrate an ability to use the digital media and tools competency in their final photographic project.</p> <p>Credit Points: 10</p>

<p>Fashion Marketing and Merchandising</p>	<p>This module introduces the student to the Fashion Marketing & Merchandising Concept and further clarifies the Marketing Mix from a Fashion Industry perspective.</p> <p>Credit Points: 10</p>
<p>Fibers and Textiles</p>	<p>The module provides an extensive coverage of textiles knowledge, starting from the original source of plants to the synthesis of chemicals to produce fibers. It allows the students to analyze the different types of fibers, yarns, construction of fabrics, knitting, weaving, dyeing, printing and many other techniques that are available in the textile industry.</p> <p>Credit Points: 10</p>
<p>History of Costume 1</p>	<p>This module is designed to introduce the student to the development of costume throughout the major historical periods and will provide students with the ability to understand and identify the main characteristics of silhouettes, textiles, accessories for each period.</p> <p>Credit Points: 10</p>
<p>Market Research</p>	<p>This module introduces the students to the basic elements of market research for strategic decision making. Students will learn how to develop a research project through the selection and application of appropriate quantitative and qualitative research methods.</p> <p>Credit Points: 10</p>
<p>Marketing Foundation</p>	<p>To provide participants with the basic principles of marketing in the context of fashion retail industry through practical exercises, lectures, demonstrations and case studies. The primary scope is to cover all foundational concepts of fashion marketing management, so that the students are able to grasp other advanced modules in their program successfully. Students need to accomplish tasks such as an assignment, an integrated project and examinations in order to complete the module.</p> <p>Credit Points: 10</p>