

DIPLOMA IN
FASHION COMMUNICATION AND JOURNALISM

Awarded by : Raffles Singapore
Intakes : January, April, July, and October
Duration : 9 months (Full-time)

Core Modules

<p>20th Century Styles and Trends</p>	<p>his module introduces the student to styles and trends of the 20th century and the social, political, cultural events and style arbiters that have shaped and influenced fashion from the haute couture to ready to wear.</p> <p>Credit Points: 10</p>
<p>Digital Image Processing</p>	<p>This module will introduce the fundamental aspects of image enhancement and manipulation with the use of imaging software such as Adobe Photoshop. Students will improve their visualizing technique and produce complex digital images, exploring technical and aesthetic aspects of the image manipulation processes such as digital image creation with an emphasis on photo-illustration, and hybrid illustration techniques, image capture, compositing, retouching, stylistic treatments, shading, and simulated three-dimensional imagery aspects of the manipulation processes most widely used in the visual communication industry.</p> <p>Credit Points: 10</p>
<p>Digital Photography</p>	<p>The module is dedicated to understanding photography as a medium of expression and communication. Students will be challenged to find their own interpretation and approach to visualize themes with images. Students will work on a number of assignments and on one final project in fashion photography. The module is designed to emphasise fashion photography.</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>

	Credit Points: 10
Fibers and Textiles	<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>
Fundamentals of Page Layout	<p>This module will provide the students the opportunity to learn the anatomy of the page; fundamental layout principles, grids system and guides lines for placing elements within a design. Students will also learn the process of a page composition by placing and arranging text and graphic within a design and how these elements are positioned, both in relation to another within the overall design will affect the content to be viewed by the intended audience.</p> <p>Credit Points: 10</p>
Fundamentals of Typography	<p>This module aims to analyze and explore the fundamental knowledge and principles of typography. Students will be required to research on history of type and develop understanding on aesthetic, structure typeface letterforms and managing hierarchy of information in typographic context. By understanding the principles of typography, students should have the ability to improve the meaning of a message, explore various aspects of digital typography, express and communicate idea to improve the quality of design thought.</p> <p>Credit Points: 10</p>
History of Costume 1	<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>
History of Costume 2	<p>This module is designed to introduce the student to the development of contemporary fashion beginning with the Baroque Period through to the end of the 19th century and will provide the student with the ability to understand and identify the main characteristics of silhouettes, textiles and accessories for each period.</p>

	Credit Points: 10
Introduction to Brand Management	<p>This module introduces the concept of Branding by examining the process of how to build sustainable and credible brands that suits consumers needs and wants and resonates with their desires. The subject examines the brand building process and branding strategy options to build emotional connection with consumers establish and sustain compelling market position and differentiate the brand from its competitors.</p> <p>Credit Points: 10</p>
Introduction to Mass Communications	<p>This module covers the basics of writing effectively for social media, specifically blogs, Twitter and Facebook. Students will be able to establish a coherent writing process; learn editing techniques; and examine the interplay between context, content and style. Lecturers will play an active role in engaging students on workshop critiques, peer editing and weekly composition of posts and tweets.</p> <p>Credit Points: 15</p>
Marketing Foundation	<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>