



ADVANCED DIPLOMA IN FASHION COMMUNICATION & JOURNALISM

Awarded by : Raffles College of Higher Education, Singapore
Intakes : January, April, July, and October
Duration : 1 Year and 6 Months (Full-time)

Core Modules

History of Costume 2

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.

Credit Points: 10

Introduction to Public Relations and Mass Communications

This module covers insights into PR and Communication to equip students with a sound understanding of the principles, basic techniques, and current landscape.

Credit Points: 15

Academic Research and Communication Skills

This unit covers key aspects of research and communication studies in academic contexts relevant to students of design and marketing. Students engage in collaborative learning activities throughout the term in order to develop their teamwork skills.

Students learn to locate, understand, and critically evaluate information from books, journals, the Internet, and primary sources, in order to do effective research. Using these sources of information, students then produce an extended piece of analytical writing and give oral presentations to their peers. Skills in doing primary research (i.e. conducting interviews and surveys), accessing and evaluating information, paraphrasing, using established referencing systems, applying the principles of effective communication, and the professional presentation of documents, are all covered during the module.

Credit Points: 15



Introduction to Brand Management

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.

Credit Points: 15

Financial Management

The purpose of this module is to teach non-finance major students the basic concepts and techniques of financial management for small businesses.

Credit Points: 15

20th Century Styles and Trends

This 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.

Credit Points: 15

Integrated Fashion Communication

This subject focuses on taking a strategic approach to creating and managing today's Fashion Marketing Communication strategies. The subject provides a practical framework for the design, implementation and evaluation of strategic options for business. Students will develop an understanding of marketing planning and the principles of an Integrated Marketing Communications Strategy using Multi-Media Platforms.

Credit Points: 15

Screenplay and Storyboarding

The module provides students with the fundamental understanding of screenplay and storyboarding for short films, animations, and video games. Through theories and practicals, students will be guided to explore both the technical and aesthetic aspects of visual storytelling with emphasis on original scriptwriting and sequential narrative in the format of storyboard and animatic. The guidance will take the form of lectures, demonstrations, practicals, and critique sessions. The components of the module include the roles of screenwriting and storyboarding in film, video, animation production; film direction and cinematography basics, strategic crafts in screenwriting; creative visualisation techniques and practices in storyboarding, etc.

Credit Points: 15



Fashion Coordination and Promotion

A module designed for the students to create, produce and participate in a Fashion Show or Fashion Event. The module involves the coordination of all aspects of sales promotion activities that may be used by a manufacturer or a retailer. It also includes discussions on consumer profile, customer awareness, wardrobe planning and selection. Basic techniques needed for the visual presentation of fashion through fashion show production and promotion will be explored. Students will have to complete an integrated project commissioned by an industrial partner.

Credit Points: 15

Consumer Behaviour

To provide students with the knowledge and skills to understand the fundamental factors that influence consumer behavior, their choices and purchasing decisions.

Credit Points: 15

Digital Videography

The module provides students with the essential knowledge and skill sets to gain fundamental understandings of capturing moving images through digital videography. In the module, students will be guided to explore both the technical and aesthetic aspects of videography as an contemporary medium of expression in visual communication. The guidance will take the form of lectures, tutorials, technical demonstrations, practicals, and critique sessions. The components of the module include video production workflow from storyboarding to audio integration, art directions in videography and cinematography, video editing and compositing with industry standard tools, effects treatment in post-production, etc.

Credit Points: 15

Web Design 1

The module provides students with essential knowledge and skill sets to build a solid foundation in web design. Using industry standard web development tools, students will be guided to explore both the technical and aesthetic aspects of front-end website creation with emphasis on accessibility, usability, and user experience. The guidance will take the form of lectures, tutorials, technical demonstrations, practicals, and critique sessions. The components of the module include website structure analysis, content flow, information navigation and hierarchy, HTML (Hypertext Markup Language), CSS (Cascading Style Sheets), creative implementation of web standard interfaces, etc.

Credit Points: 15

Digital Content Writing

Content is on the rise. More organisations are turning to quality digital content to attract and engage their target audiences. This means that more professionals are being called upon to write articles, blog posts and social media posts. This module aims to impart in students the process of content creation – from generating ideas to crafting and polishing writing.

Credit Points: 10



Social Media Influencing and Branding

The purpose of this module is to introduce students to the principles and practices of social media influencing and branding.

Credit Points: 15

Fashion Communication Project 1

This module introduces the student to the development and implementation of a business plan. Student teams will have to present business ideas concerning user needs and/or market opportunities related to the fashion industry. They will have to assess the feasibility of the ideas and transform them into entrepreneurial proposals.

Credit Points: 20

Sensorial Marketing

This module will provide students with powerful tools in order to develop sensorial marketing strategies in fashion. Students will understand the variations in sensory perception and be able to adapt the texture, colors, fragrances, shape, assortment, and overall brand experience to every local market and fashion consumer. They will also have the needed knowledge to predict consumers' purchasing behavior and assess the commercial appeal of a new product or fashion brand.

Credit Points: 15

Fashion Journalism

This module introduces the students to the basic techniques of fashion journalism. Students will learn the skills of visual communication, styling, forecasting, trend-analysis and tribe-spotting and will explore a range of techniques to communicate with various audiences. Students will learn how to develop original messages through different media formats, such as magazines, television and internet.

Credit Points: 15

Fashion Communication Project 2

The aim of this module is to help the students consolidate the different sections of the business plan developed during Fashion Communication Project 1. Each student team has to bring the brand to life through a tangible execution of the business idea and finalize the business plan and present it to a panel of industry experts.

Credit Points: 20

Industrial Attachment

This module aims to provide students with the opportunity to gain real-world industry experiences and professional practices in their chosen discipline. It allows students to establish connections, develop useful contacts, and gain industrial skills and an overall perspective of the discipline. The industrial attachment is intended to enhance students' educational experience and prepare them for their careers.

Credit Points: 20



Raffles
College of Higher Education

Industry and Community Engagement

In this module, students are required to use their design knowledge and skills in industry-focused and/or community-based projects. These projects are facilitated by the lecturer or tutor, and there will be interactions with and feedback from key industry/community project mentors. The module is intended to prepare students for the expectations of the fast-paced real-world industry, and professional practices in careers in their chosen discipline.

Credit Points: 20