

FACULTY OF DESIGN

SCHOOL OF FASHION

Diploma in Fashion

BA(Hons) Fashion Design and Textiles

BA(Hons) Fashion Media and Industries



Spot the next trend. Make a statement. It all begins at LASALLE's School of Fashion and your journey just might take you to the fashion capitals of Paris, Milan, London, New York and Tokyo.

Honours Degree programmes comprise Fashion Design and Textiles and Fashion Media and Industries, while a Diploma in Fashion is also available.

Tailored to meet the demands and challenges of the dynamic fashion industry, the School emphasises the contrasting design practices of the creative industry in the region and beyond. The Degree and Diploma programmes focus on the cross-disciplinary nature of the varied fashion specialisms, while equipping you with specialist skills in a specific fashion discipline to enhance knowledge and understanding.

The School's illustrious fashion alumni include: Titien Wang (Fashion Director Men's Folio), Sven Tan (Founder, In Good Company), Windy Aulia (Senior Fashion Editor at Harper's Bazaar), Fadli Rahman (Photographer), Bernice Chua (Design Graduate of the Year of 2009 by ELLE Magazine), Pauline Lim (Pauline Ning), Melody Tan (Instagrammer), Rachel Wong (Instagrammer) and Daniela Monasterios Tan (MASH-UP).

Image: Yeo Sha Ling Krystal



Image: Hu Wei Shan London

DIPLOMA IN FASHION

Duration: 3 years

Focusing on the developments of the Asian and global fashion industries, the philosophy of the programme centres on the different and exciting artistic practices of the creative industries as well as the dynamism of the evolving fashion culture in Singapore, and the world at large.

The Diploma in Fashion is a three-year, practice-based programme integrating technical skills, industry knowledge, design processes, and creative visual communication. Upon graduation from this programme, you will possess a good working knowledge of the fashion industry and relevant, technically sound design skills. The programme covers a holistic underpinning of different areas in Fashion and focuses on the fashion product with components in Textile Design, Marketing, Styling and Art Direction. This unique blend of specialist subjects is aimed at producing talented, motivated and entrepreneurial fashion practitioners that contribute to local and international brands and drive the local fashion industry. You will have the opportunity to study with a fashion team that is actively engaged in a range of local and international initiatives.

This programme offers a rigorous curriculum that blends contemporary artistic practices centred on the Asian fashion industry. You will have a holistic experiential learning experience that grooms you to be industry-ready. Through the programme, you can also establish a good network of alumni contacts and key partnerships with the fashion industry.

In **Level 1**, you will share some common modules across the Diplomas and you will also take discipline-specific modules. The shared modules aim to provide you with a comprehensive grounding in the basic creative processes, art and design fundamentals, technical and academic skills essential for your progression to Level 2 and Level 3. The discipline-specific modules will introduce you to core knowledge and skills required as the first layer to your specialist areas.

In **Level 2**, you will be taught technical and design skills specific to Fashion with a directed approach, which encourages reflection and an understanding to design. These essential skills, which you will acquire through group and individual project briefs, are closely aligned to the demands of the design industry. Coupled with an interdisciplinary environment where peer-to-peer learning and dialogues are encouraged amongst you and your peers to maximise learning, you will play a more active role in exploring the possibilities of your chosen area of study with a higher level of confidence.

In **Level 3**, you will undertake modules, which may include self-devised/directed studies or projects. You will be tasked to problem-solve and articulate ideas through a variety of briefs. There will be self-initiated industry placements and/or live projects learning component designed to assist you in gaining an accurate understanding of the design industry associated with Fashion.

Career Paths: Designer, Writer, Buyer, Merchandiser, Stylist, Fashion Photographer, Pattern Drafter

Related Careers: Costume Designer, Accessory Designer, Assistant Designer, Trend Forecaster, Personal Shopper

Teaching Methods: You will attend lectures, critiques, workshops, seminars, tutorials and field trips. Engaging in studio work and group and solo projects will also become part of your student life. As part of industry-based learning, you will be involved in either a live industry-related project or in an industry placement.

Admissions Test/Portfolio and Interview Requirements

All applicants are required to take an Admissions Test or submit a portfolio, and attend an interview.

Option 1: Admissions Test

The Admissions Test is only available to applicants from Singapore and in selected cities in China, India, Indonesia, Malaysia, Vietnam, and Myanmar subject to availability of test schedules. Applicants will be notified of the required materials to bring along for the Admissions Test.

After the Admissions Test, an interview will be conducted for applicants. During the interview applicants are required to share their motivation in pursuing the Diploma programme that he/she has applied to. For international applicants who have undertaken the Admissions Test, a Skype/phone interview will be arranged at a later date for those who have passed the Admissions Test.

Option 2: Portfolio

Create a portfolio containing minimum 10 pieces of original work.

Label each work as follows: (i) title of your work (if any), (ii) medium used and (iii) month/year created. Your work may be inspired by a movie or book.

Your portfolio should include at least two of the following categories: Paintings, drawings, collages, posters, sculptures, digital images (Photoshop, Illustrator, etc), photographs and/or video clips.

Your portfolio should consist of works created solely by yourself (not from a photograph, magazine, or copied from a reproduction of another source). Provide artwork that have been recently completed within the last five years.

During the interview applicants are required to participate in a discussion about the content of their portfolio.

We are looking for applicants who demonstrate:

- Readiness to participate in different learning environments
- An inclination to learn through exploration and experimentation
- A keen interest to acquire knowledge of the Visual Arts
- Good studentship i.e. time management, independent, learning integrity, etc.

Also read BA(Hons) Fashion Design and Textiles on page 8 & BA(Hons) Fashion Media and Industries on page 10



Image: Nguyen Thanh Phuong, BA(Hons) Fashion Media and Industries



Image: Nicole Ngai, Diploma in Fashion

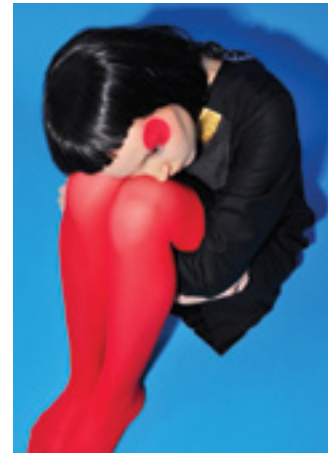


Image: Tan Ziqing, Diploma in Fashion



Image: Jessica Han Xin Ping, BA(Hons) Fashion Media and Industries



Image: Jamela Law, BA(Hons) Fashion Design and Textiles



Image: Fan Yiting, BA(Hons) Fashion Design and Textiles



Image: Joanne Quak, BA(Hons) Fashion Design and Textiles

BA(HONS) FASHION DESIGN AND TEXTILES

Duration: 3 years

This programme focuses on the design and construction of the fashion garment, addressing physical, aesthetic, social, cultural and environmental issues within contemporary fashion context. Using a mix of traditional and contemporary approaches, together with a strong understanding of theory you will learn how to translate ideas from paper to the final object.

You will engage in practical workshops to encourage independent learning through intellectual and creative processes. Industry projects, collaborations and dialogues are encouraged to maximise your relationships within the programme, the college and with other institutions. Through a variety of projects and directed independent practice, you learn to analyse, evaluate and make creative and practical decisions.

The philosophy of the programme is innovating fashion through creative thinking, theory and practice. Through a combination of components from the studio modules and creative and contextual studies modules, you will develop a range of analytical, communication and problem-solving skills to become articulate, meticulous and thoughtful practitioners in the field of fashion.

This programme offers two specialisms:

Womenswear concentrates on designing collections for a wide range of contemporary market sectors such as: casual wear and office-wear, sportswear, evening wear, and resort.

Menswear focuses on the usage of traditional tailoring techniques, combining pattern drafting to design contemporary menswear collections addressing different layers of the men's market sectors: casual wear and office-wear, sportswear, bespoke, and work-wear.

The two specialisms (Womenswear and Menswear) are grounded on one of the following design directions which you will opt for in-depth studying at Level 2 of the programme: Creative Fashion Cutting and Textiles for Fashion.

Creative Fashion Cutting explores advanced techniques of drafting and draping, as well as complex cutting and sewing techniques. The focus is developing a thorough understanding of garments construction and making with a strong understanding of the contemporary fashion industry.

Textiles for Fashion explores a wide range of aspects of textiles design ranging from established artisanal techniques to contemporary innovative digital approaches. You will have the opportunity to explore the creative areas of textiles through the principles of colour, form, texture, scale, pattern and composition.

Level 1 presents the different disciplines and theoretical approaches needed for the study and exploration of fashion.

Level 2 enables you to analyse, in theory and practice, a range of different fashion elements and fashion critique. Additionally, you will apply and test your own creativity drawing on diverse critical and cultural theories. You will also have the option to undertake a semester of overseas student exchange to gain a global perspective and enrich your learning experience.

Level 3 consolidates your skills and provides a forum for further debate and reflection on contemporary fashion study. You will be engaged in internship opportunities and/or self-directed briefs to strengthen your professional skills. In addition, you will undertake independent work combining practical and theoretical research in your Graduation Project.

Career Paths: Womenswear Designer, Menswear Designer, Fashion Textile Designer, Pattern cutter, Production Manager, Costume Designer, Accessory Designer, Merchandiser, Fashion Educator, Fashion Buyer, Stylist, Creative Director

Teaching Methods: You will attend lectures, seminars, workshops, tutorials, and practical presentations. There will be guest lectures by fashion industry specialists who bring valuable experience and advice. You will make industry visits, research trips, engage in market research, and undertake a fashion internship. You will be engaging during studio work in developing practical projects, either individually or in groups, in order to enhance your student experience and prepare you for a future design career.

Portfolio and Interview Requirements

- Write a story of a journey you have made, it can be real or fictional. This journey will provide the inspiration for the following fashion design sketches. (1 x A4 page, 350 words)
- Illustrate the journey in the shape of a visual collage using any technique / combination of techniques, using existing pictures or original photographs taken by you, drawings, textiles. This collage will be the inspiration for the following fashion sketches. (1 x A3 pages)
- Draw 10 fashion sketches strongly articulating the mood and aesthetic of the visual collage. The sketches should be developed in full colour in a technique / mix of techniques of your choice (hand drawing with pencil, markers, water colour or digital illustration) in order to convey the texture, volume and shadow, garment details and construction, textile prints and any accessories that would make each look complete. We recommend that you use fabric swatches and/or photographs of fabrics to show what material you would like to utilise to make each designs. (10 x A3 pages – one sketch / page)
- Compile an A3 file of other examples of your art and design work which must contain any of the following: observational / life drawings, paintings, photography, collage, photographs of styling exercises, digital illustrations, textile manipulations done by you, 3D mock-ups, fashion toiles (toile = a garment sample made in a testing material usually in a light plain colour), fashion garments (fully finalised or in progress), accessories or any other materials (fashion-related) to support your applications.

Note for applicants residing outside of Singapore:

- All portfolios must be saved in a PDF format on a memory stick.
- Other formats such as videos, PowerPoint slides, and Word documents are not acceptable.



Image: Shanghai 3.0

BA(HONS) FASHION MEDIA AND INDUSTRIES

Duration: 3 years

This programme focuses on the communication and the business of fashion. The fashion industry continues to evolve over time. Globalisation, new dimensions of commerce and technological advancements have propelled the industry into an age of unprecedented change. An understanding of the interplay between fashion media, fashion entrepreneurship and the socio-cultural significance of Fashion underscores the competitive edge of this programme.

The programme has been developed in response to the growing need to cover the spectrum of new creative roles within the fashion and lifestyle industries. You will acquire a broad range of skills and understanding covering areas such as Art Direction, Branding, Entrepreneurship, Fashion Curation, Fashion Narratives, Fashion Retail, Image-making and Marketing. The aim is to provide the local and international fashion industry with Strategic Designers and Creative Thinkers. You will graduate with the skills and know-how to thrive in a fast moving, rapidly changing and increasingly demanding global fashion industry.

This programme offers two specialisms:

Fashion Journalism, Styling, Art Direction, Fashion Photography reflects the emergence of new and developing creative roles within the fashion industry and has been designed to offer graduates opportunities within these increasingly influential and evolving fields.

Marketing and Branding, Fashion Curation, Entrepreneurship focuses on key issues such as innovation, creativity, and new product development, while introducing a more specialist in-depth approach to branding and marketing communication theories and practices within the fashion space. The innovative inclusion of training in a disciplined curatorial approach brings a new perspective and rigour to your understanding of retail, fashion merchandising, marketing, and creative management, giving you both the tools and the language with which to realise your creations.



Image: Nguyen Thanh Phuong



Image: Kimono Intangible

Level 1 establishes the programme's methodological and knowledge base. Core to our teaching philosophy is the understanding of the relationship between theory and practice. The focus is on the acquisition of fundamental skills and knowledge of production processes across different contexts. This is augmented with an understanding of the fashion industry from historical, social, creative and contemporary perspectives.

Level 2 builds upon the foundational knowledge and skills base; delving into wider contemporary fashion issues and fields of practice. Skills are honed and developed in response to specific areas of research as means to an end. Development of personal practice lends itself to testing in dynamic and collaborative group work. You will begin to formulate and communicate your creative proposals and point-of-view. You will also have the option to undertake a semester of overseas student exchange to gain a global perspective and enrich your learning experience.

Level 3 provides the opportunity for you to acquire professional skills relevant to your chosen areas of research and practice through engagement in internship opportunities and/or self-directed briefs. You are given the space to define and build upon your specific areas of interest to produce original work that responds to and even challenges current fashion discourse. You will apply your accumulated skills and knowledge to produce a comprehensive body of work to substantiate your creative proposals.

Career Paths: Brand Manager, Buyer, Creative Director, Fashion Critic, Fashion Curator, Fashion Editor, Fashion Educator, Fashion Photographer, Fashion Marketer, Fashion Stylist, Fashion Writer, Entrepreneur, Intrapreneur, Project Manager

Teaching Methods: You will attend lectures, critiques, workshops, seminars, tutorials and guest lectures. Engaging in studio work, as well as group and solo practical projects, will also become part of your student life. There will be frequent Industry visits and opportunities for market research.

Portfolio and Interview Requirements

- A portfolio containing at least 10 pieces of original work (actual or documented) that demonstrate your creative development and process. These projects will need to be explained by you during the interview process.
- Your portfolio should include 2D visual work (e.g. drawings, posters, editorial work, photography, artwork, digital image, web design, etc.). You can also have a few pieces of written work (e.g. marketing or promotional idea for a specific fashion brand, or a review of a recent fashion campaign or fashion show). These should support your interest and flair.
- Your portfolio should consist of visual practice related works solely created by yourself in order for the interviewer(s) to perform an appropriate assessment of your entry level.

LASALLE OFFERS THE MOST COMPREHENSIVE RANGE OF DIPLOMA AND DEGREE PROGRAMMES IN FINE ARTS, DESIGN COMMUNICATION, INTERIOR DESIGN, PRODUCT DESIGN, FILM, ANIMATION, FASHION, DANCE, MUSIC, THEATRE, ARTS MANAGEMENT, ARTS PEDAGOGY, ART THERAPY AND ART HISTORY IN THE REGION.

DEFINITELY
A PROGRAMME
FOR YOU

FACULTY OF DESIGN

School of Design Communication

Diploma in Design Communication
BA(Hons) Design Communication

School of Fashion

Diploma in Fashion
BA(Hons) Fashion Design and Textiles
BA(Hons) Fashion Media and Industries

School of Spatial & Product Design

Diploma in Interior Design
BA(Hons) Interior Design
BA(Hons) Product Design

FACULTY OF FINE ARTS, MEDIA & CREATIVE INDUSTRIES

McNally School of Fine Arts

Diploma in Fine Arts
BA(Hons) Fine Arts

Puttnam School of Film & Animation

Diploma in Animation
Diploma in Broadcast Media
BA(Hons) Animation Art
BA(Hons) Film

School of Creative Industries

Certificate in English Language
for the Creative Arts
BA(Hons) Arts Management

FACULTY OF PERFORMING ARTS

School of Contemporary Music

Diploma in Audio Production
Diploma in Music
BA(Hons) Music

School of Dance & Theatre

Diploma in Dance
Diploma in Performance
Diploma in Technical and
Production Management
BA(Hons) Acting
BA(Hons) Musical Theatre

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LASALLE College of the Arts is registered with the Committee for Private Education (CPE).
The Committee for Private Education is part of SkillsFuture Singapore (SSG).
Registration No.: 199202950W
Validity: 25/03/2015 - 24/03/2019



Cert No: EDU-1-1002
Validity: 1/10/2015 - 30/09/2019

Partner Institution

Goldsmiths
UNIVERSITY OF LONDON