COURSE OBJECTIVES
• Understanding and application of design principles
• Garment construction through applied design processes, from idea
generation to execution
• Understand commercial manufacturing, logistics and distribution
• Develop an understanding of fashion marketing and the importance
of branding
• Ability to project manage fashion events
• Build industry contacts via professional placement and international
exchange opportunities
• Enhance creative skills via a sub-major from either the Graphic &
Digital Design stream or one of the other creative disciplines.

PROSPECTIVE STUDENT PROFILE
• Creative
• Interest in fashion and fashion trends
• Innovative thinker

ELIGIBILITY CRITERIA
To be considered for admission, applicants are generally required to
have successfully completed their VCE or equivalent. Mature-aged
applicants who have attained sufficient industry experience will also
be considered.

Depending on your circumstances, you can apply to study at the
Academy in one of two ways:
1. Through VTAC
2. Directly to the Academy

In both cases, you must fill out a Direct Applicant / VTAC Supplementary
form and send it to the Academy so we can arrange your interview and
portfolio presentation.

All applicants are assessed and selected primarily on an interview and
portfolio presentation.

CAREER POSSIBILITIES
Graduates can launch their own fashion label, design and handle
production for boutique or large-scale manufacturers, enter fashion
retail or marketing.

PROGRAM LENGTH
The Bachelor of Design Arts is completed over 3 years or part-time
equivalent. The course consists of five credit-bearing units of study
per semester. 15-17 hour s per week. 16 week semesters.
PROGRAM MAP

Year 1 - Semester 1
AMF111 Fashion & Costume Design 1
Resources, media and tools for research, design and production skills in design and production of fashion & costume design.
ACC111 Visual Literacy 1
Drawing skills and media as tools for concept development, presentation and communication.
ACC112 Introduction to Digital Media
Fundamentals of digital images production using vector, raster and capturing technologies.
APC111 Design Concepts
Principles of design and their application in image and object production.
AXC111 The Rise of Visual Culture
Contemporary visual culture and the role of media in society.

Year 1 - Semester 2
AMF121 Fashion & Costume Design 2
Concepts and techniques for development and communication of visual imagery in fashion and costume design.
ACC121 Visual Literacy 2
Drawing and design solutions in a variety of formats, materials and strategies.
APF121 Fashion & Costume Design Practice 1
Study of past and present trends and designers, future direction. Workshops in design, patternmaking and construction, visual and verbal communication of design.
AXC121 Analysing Visual Culture
Meaning and interpretation in visual culture.
ASx12x Sub-Major Studio Elective
An elective* chosen from Communication Design 1, Filmmaking & Photography 1, Graphic & Digital Design 1, Interior Design 1 or Visual Arts 1.

Year 2 - Semester 1
AMF231 Fashion & Costume Design 3
Research and documentation methods for original and thematic approach to fashion and costume design.
BCC231 Visual Communication 1
Understanding imagery as visual language and the context it functions within.
APF231 Fashion & Costume Design Practice 2
Develop skills and techniques for research, documentation and networking for professional presentation and promotion in the context of the fashion industry.
AXC231 Thinking about Visual Thinking
Methods for cultivating thinking about problem solving, visual meaning and creativity.
ASx13x Sub-Major Studio Elective
An elective* chosen from Communication Design 2, Filmmaking & Photography 2, Graphic & Digital Design 2, Interior Design 2 or Visual Arts 2.

Year 2 - Semester 2
AMF241 Fashion & Costume Design 4
Redevelop design elements and principles in context of fashion and costume design, use of mixed media and non-conventional materials in production.
BCC241 Communication
Communication skills, presentation, negotiation, teamwork.
APE24x Professional Studies Elective
An elective* chosen from Professional Practice Placement 1 or Professional Study Tour.
AXE24x Non-Studio Elective
An elective* chosen from 20th Century Design & Culture or 20th Century Australian Art (Pre WW2).
ASx24x Sub-Major Studio Elective

Year 3 - Semester 1
BMF351 Fashion & Costume Design 5
Refine research, documentation and presentation methods, develop strategies for professional work proposals and develop personal style.
BCC351 Visual Communication 2
Understanding imagery as visual language and the context it functions within.
BPE35x Professional Studies Elective
An elective* chosen from Arts Management or Project Management.
BXE35x Non-Studio Elective
An elective* chosen from Contemporary Cultural Movements or Cinema Studies.
BPC351 Extended Professional Practice
Students gain a broader perspective by participating in collaborative projects in the creative community. Work for exhibition is developed.

Year 3 - Semester 2
BMF361 Fashion & Costume Design 6
Advanced strategies for research, documentation and presentation of design briefs, personal promotion and marketing. Design and mount a fashion show.
BCC361 Visual Communication 3
Working as part of a multi-disciplinary team in creative collaborations. Roles and responsibilities are identified.
BPE36x Professional Studies Elective
An elective* chosen from Professional Practice Placement 2 or Business Communications.
BXE36x Non-Studio Elective
An elective* chosen from 20th Century International Art, 20th Century Australian Art (Post WW2), or Contemporary Design Issues.
BPC361 Extended Professional Practice
Development of portfolios, blogs or websites, and other promotional activities required for a successful creative career. Work for exhibition is refined.

Course Code: CRS1201242 / CRICOS Code: 058836K