

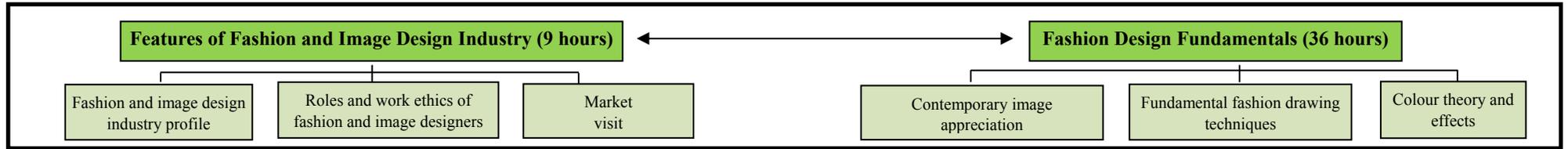
## Applied Learning (Senior Secondary Level)

### 2016-18 Cohort

Item	Description
1. Subject Title	Fashion and Image Design
2. Course Provider	Vocational Training Council
3. Area of Studies/ Course Cluster	Creative Studies/Design Studies
4. Medium of Instruction	Chinese or English
5. Learning Outcomes	<p>Upon completion of the subject, students should be able to:</p> <ul style="list-style-type: none"> <li>(1) recognise the importance of work ethics and responsibilities required of a fashion and image designer;</li> <li>(2) appreciate the lifestyle changes and trend developments in fashion and image industries over the past century;</li> <li>(3) apply fundamental fashion technologies/image styling skills and techniques to create appropriate fashion and image design outputs;</li> <li>(4) create and present original design concepts which can cater for needs of various clientele;</li> <li>(5) integrate communication skills, team building skills as well as critical thinking skills in creating new fashion or image design outputs needed for individuals and mass market; and</li> <li>(6) develop self-understanding for further studies and career development in the related field.</li> </ul>

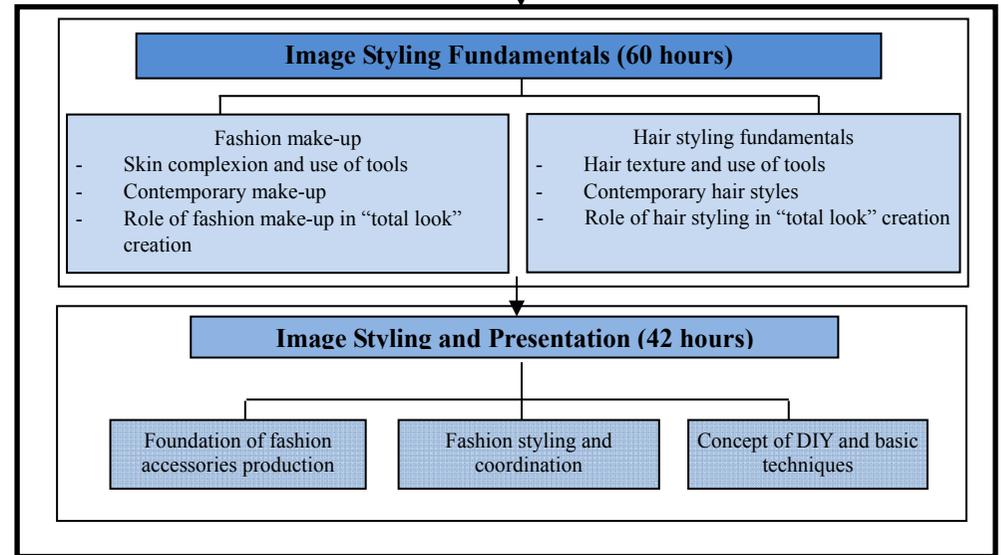
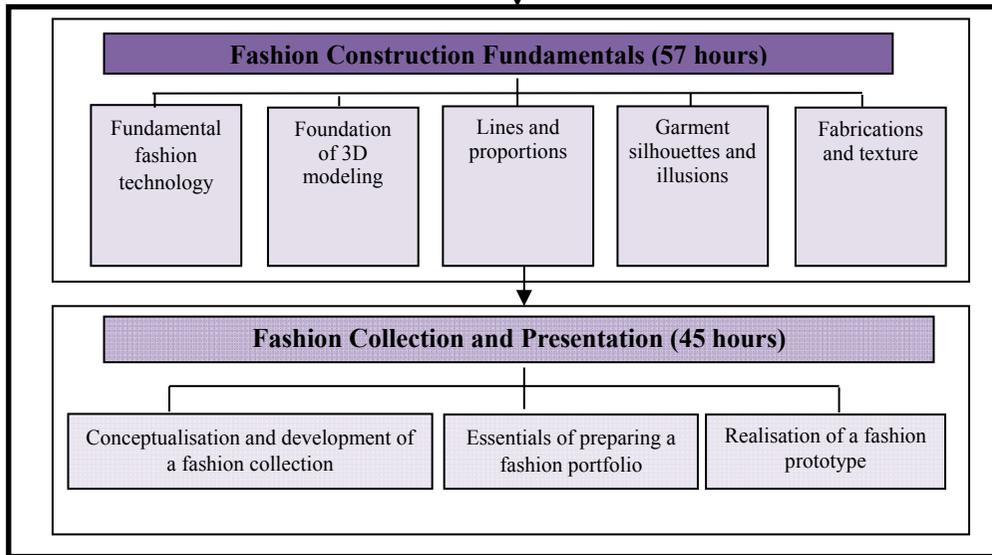
## 6. Curriculum Map – Organisation and Structure

Core (45 hours)

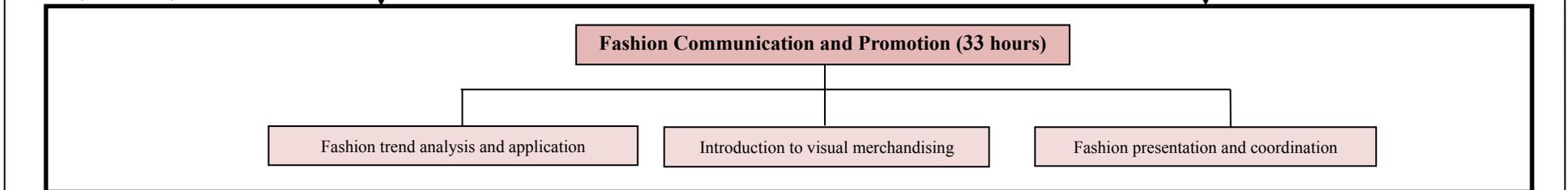


\*Elective 1: Fashion Design (102 hours)

\*Elective 2: Image Styling (102 hours)



Core (33 hours)



"mySTYLE" Fashion and Image Design Show

\*Choose one of the electives

## 7. The Context

- The information on possible study and career pathways is provided to enhance students' understanding of the wider context of the specific Applied Learning course. Students who have successfully completed Applied Learning courses have to meet other entry requirements as specified by the institutions.
- The recognition of Applied Learning courses for admission to further studies and career opportunities is at the discretion of relevant institutions. The Education Bureau and the course providers of Applied Learning are exploring and seeking recognition related to further education and career development opportunities for students successfully completing the Applied Learning courses.

### Possible further study and career pathways

#### Further studies

- e.g. fashion image design with hair and make-up styling/fashion styling and photography, fashion design and accessories design, fashion branding and buying with branding and communication/buying and retail management, visual merchandising

#### Career development

- e.g. **positions at entry level** (e.g. assistant fashion designer, assistant image stylist, fashion coordinator, fashion buyer, fashion media journalist, visual merchandiser, assistant make-up or hair stylist, cosmetic product marketing executive); and **positions at managerial level** (e.g. fashion designer, creative director, image consultant, costume designer for film and TV, cosmetic product consultant, fashion editor, fashion photographer, make-up artist, hair stylist)

#### Relations with core subjects and other elective subjects

##### Enhancing and enriching, e.g.

- enhancing the breadth and depth of **Technology and Living (Fashion, Clothing & Textiles Strand)** by applying the design concepts such as forms, shapes, pattern and colour through hands-on fashion and image design activities

##### Cross-fertilisation, e.g.

- applying the common concepts of this subject and **Design and Applied Technology** such as visual consideration and design and communication, consolidates and reinforces the learning of both subjects
- applying the common knowledge of this subject and **Chemistry** such as colour on dyes for textile material and hair products, consolidates and reinforces the learning of both subjects
- applying the common knowledge of this subject and **Biology and Integrated Science** such as animal skin property like fur and leather, consolidates and reinforces the learning of all these subjects

##### Expanding horizon, e.g.

- students taking **Science** subjects may broaden their views and enhance their all-round development through studying topics such as Contemporary Image Appreciation

##### Consolidating and synergising students' studies, e.g.

- students undertake an in-depth study project and participate in the "mySTYLE" fashion and image design show to integrate the knowledge and skills acquired and developed in their prior learning

#### Cluster of professions/trades/industries related to the course

- e.g. fashion design, image design, fashion styling, hair styling, visual merchandising, fashion retailing/fashion buying, fashion photography/fashion media, hair/cosmetic products marketing, fashion journalism.

#### Future global and local outlook

- understand the ability of creative individuals to add value to fashion and image design-related services or products will benefit Hong Kong as a place distinguished by its fusion of Chinese and Western cultures, with a competitive market niche
- be aware of the factors in the macro and micro environment which sustain Hong Kong's position as a competitive market niche (e.g. the signing of the Closer Economic Partnership Arrangement helps boost the demand of fashion stylists, image designers, make-up artists and hair stylists)
- understand how global and local political and social developments influence the content and style of creative products and services (e.g. the growing demand of workforce with sufficient knowledge and skills in the "Total Look" concept and the changing expectation on the salon to offer a full range of services and retail products)
- understand how economic, especially technological advances can alter the media of creative communication

#### Beginners' skill set to facilitate entry to further studies and/or work

- observe the legal and ethical principles related to fashion and image design industry (e.g. being aware of the issues of plagiarism, appropriation, data privacy, intellectual and cultural property and copyright, etc.)
- identify the artistic practice in a variety of creative domains and discuss the fashion/image design works in terms of originality, the practitioner's artistic and aesthetic choices, and the address made to the intended audience/customers
- analyse the research findings and give presentation to support the business viability of a fashion product or image styling service
- evaluate cultural and artistic works and employ appropriate critical terms for fashion products / image design services
- integrate diverse materials for fashion products/image design services with different media of communication to form sound and autonomous judgments and to present ideas and views effectively
- employ the knowledge in meeting goals and defining, structuring and setting boundaries for creative fashion products or image styling services
- identify the aptitudes and abilities required in fashion and image design industry and plan a personal roadmap to different levels of qualifications

#### Foundation knowledge developed in the basic education and Secondary 4

This subject is built upon the foundation knowledge and skills students acquired in, e.g.

- Chinese Language and English Language Education** – communication skills and writing skills.
- Mathematics Education** - measurements and scale
- Arts Education** - appreciation and critiques in arts
- Science Education** - fundamental scientific concepts and inquiry skills
- Technology Education** - technology as a value-added process

#### Relations with other areas of studies/ courses of Applied Learning

##### Services

- the customer-focus concepts from the area of studies of **Services** can contribute and be transferred to the customer service requirement in fashion and image design

##### Other Areas of Studies

- the innovation in **Creative Studies** can enhance students' creative thinking skills which will be useful in other areas of studies