

New course in fashion branding communication launched



Live projects

PHOTO/HT

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LEEDS: UK-based Leeds Arts University has launched a BA (Hons) programme in fashion branding and communication which will commence from September 2018.

The programme aims to enable graduates to translate the nuances of the fashion medium into a contextualized branding narrative by exploring new and evolving theories and practices that underpin fashion branding.

Live projects, studio visits, competition briefs, industrial experience and supported professional research will help students gain hands-on skills.

Historical, cultural and contextual studies, alongside trips to art galleries, fashion exhibitions, retail spaces, creative agents and residential visits, will be used to help broaden holistic awareness, develop critical and reflective thinking and writing, and expand creative research skills in the undergraduates.

Graduates can look forward to a range of careers in areas such as fashion branding, brand management, fashion buying, fashion promotion, fashion advertising, public relations, creative direction, event management, styling, and visual merchandising.

Those who have completed class XII (with a degree awarded by a recognised Board of Higher Secondary Education) with an overall average score ranging between 70% and 75%. High A-level and International Baccalaureate grades are also accepted. Candidates must have a minimum IELTS score of 5.5.

The course fee is £15,000 per annum. Seven Vice-Chancellor's International Undergraduate Scholarships worth £2000 each are available as a tuition fee discount for the first year of study.