

1 Year
Certificate Programme

Lifestyle Retail & Fashion Photography



APPAREL TRAINING AND DESIGN CENTRE

ADMISSION OPEN

Last date to apply 15 May 2023

www.atdcindia.co.in

Lifestyle Retail & Fashion Photography

About the programme

Are you passionate about photography and fashion? Do you want to learn how to capture beautiful and meaningful images that communicate the essence of lifestyle retail and fashion? If so, our one-year certificate course in Lifestyle Retail & Fashion Photography is perfect for you!

Our course is designed to provide you with the skills and knowledge needed to succeed as a fashion photographer in today's competitive industry. You'll learn how to capture stunning images of fashion products, models, and lifestyle scenarios, and how to use lighting, composition, and color to create impactful images.



What you'll learn in our one-year diploma programme

This Lifestyle Retail and Fashion Photography Programme will help you become qualified Lifestyle Retail Professional and will prepare you to provide excellent customer experience and achieve sales quotas for lifestyle businesses. In this course, the students will be learning the fundamentals of fashion & lifestyle retail, branding, visual Merchandising techniques, gain an understanding of how to drive sales through windows buyers by creating theatre and maintain customer interest and also learn the criticalities of Fashion Photography. By the end of the course, students will have an understanding of commercial and business outlook of visual merchandising, develop an ability to use design as a tool to attract customers.

Module 1: Introduction to Lifestyle Retail

1. Understanding the concept of lifestyle retail
2. Indian Lifestyle evolution
3. Indian Lifestyle Brands
4. Consumer Preferences of Brands
5. Connecting Supply & Demand Side

Module 3: Retail Merchandising and Marketing

1. Introduction
2. Market value and shares
3. Indian market and Structure
4. International Market and Structure
5. Profile Growth

Module 2: : Introduction to Global Retail Industry

1. Introduction
2. Market value and shares
3. Indian market and Structure
4. International Market and Structure
5. Profile Growth

Module 4: Retail Selling Process

1. Introduction
2. Market value and shares
3. Indian market and Structure
4. International Market and Structure
5. Profile Growth

Module 5: Merchandising and Global Sourcing

1. Textile & Embellishment
2. Fashion & Product Development
3. CMT & Quality
4. Documentations and Others
5. Costing

Module 7: Store Atmospherics & Visualizing Store Display

1. Textile & Embellishment
2. Fashion & Product Development
3. CMT & Quality
4. Documentations and Others
5. Costing

Module 9: Ecommerce & Online Retailing

1. Introduction to Ecommerce
2. History & Evolution
3. E-Commerce Business Models-B2C, B2B etc.
4. Emerging E-Commerce Areas, Internet & Web strategy, Technology etc.
5. Digital Marketing, Social Networks etc.
6. Defining Audience
5. Effective Resume for Visual Merchandising

Module 11: Fashion Photography

1. What is Photography
2. How to begin with Photography
3. History of Fashion Photography
4. Identifying right Equipment's & Cameras
5. Types of Fashion styles, Poses, Makeup techniques
6. Making a story through visuals
7. Importance of Angles, Colours, Lighting etc.
8. Different Editing Software's & Final Presentation



Module 6: Visual Merchandising and Components

1. Introduction to Visual Merchandising
2. Parts of the virtual store and Brick Mortar store, functions
3. Hardware and Fixtures in the store
4. Digital Visual Merchandising Technique
5. Common Mistakes in Visual Merchandising

Module 8: Customer Service & Excellence in Retail

1. Customer Buying Motives
2. Good Approach in Customer Service
3. 6 Common Factors that motivate salesperson
Characteristics of a top retail salesperson
4. Visual Merchandising Career Objectives

Module 10: Ecommerce & MIS in Retail

1. Computer and Computer Systems
2. Evolution of Computing
3. Types of Operating System, its types etc.
4. What is MIS
5. DBMS and its components
6. MIS Components & Role
7. MIS Objective
8. Types of Information System



About Us: Apparel Training & Design Centre

ATDC is the largest quality Vocational Training Provider (VTP) dedicated to the Apparel Sector under the aegis of AEPC. Registered as a Society under Societies Act in 1991 ATDC, was approved as a Nodal Agency by the Ministry of Textiles, Govt in the year 2010 for implementing Integrated Skill Development Scheme (ISDS) of the Ministry of Textiles, Government of India and by training over 3 Lakh candidates under ISDS and during the decade. ATDC participates in RFP of various Central and State Government Agencies in 22 States across India including the State Skill Missions, NSDC, MSD&E etc. In the last decade over 3,07,200 candidates have been trained through ATDC Pan-India network of about 109 centres with about 75% wage placements.



Career Prospects

By the end of programme candidate will be able to provide services as Asst. Retail Executive, Asst. Retail Manager, Asst. Visual Merchandiser, Visual Merchandiser, Brand Executive/Manager, Asst. Photographer/Fashion Photographer, Catalogue Manager.

Admission Centre & Eligibility

- Admission opens 15th March 2023 and last date to apply for admission is 15 May 2023.
- The course is offered at ATDC Gurugram centre only, being hub centre of NCR.
- 10+2 pass or appearing in 10+2 (shall pass 10+2 from a recognized Board in year 2023) in any stream is the minimum eligibility criteria
- Admission is open to both men and women from the age group of 16 years & above having minimum eligibility criteria

Fee for the programme

Course Fee: Rs 95000/-

Semester wise payment in 2 equal Installments of Rs 47500/- each

- 1st Installment at the time of taking Admission 2023
- 2nd Installment by 10 January 2024 (At beginning of 2nd Semester)



Apparel Training & Design Centre

Plot-50, Sector 44, Institutional Area, Sector 44, Gurugram, Haryana-122002.

For admission enquiry contact: Deepak Singh, GM ATDC

Call : +91-8448444272 or E-mail: admission@atdcindia.co.in

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