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FASHION REINVENTED

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1 YEAR DIPLOMA

FASHION MEDIA AND COMMUNICATION

NOIDA BRANCH

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atdcindia.co.in

THE WORLD OF FASHION **MEDIA & COMMUNICATION**

Course teaches students to creatively strategize communication to shape the narrative of the fashion industry. The one year course has a dynamic realm where style, trends, and innovation intersect with the power of storytelling and media to communicate Fashion.



HANDS-ON –LEARNING

Studio Photography, Fashion photography, Importance of Lighting, Handling of camera, Photoshop, Illustrator, Makeup & styling, Visual merchandising, Basic Computer Inputs on Email Writing, MS Excel, MS Word, PowerPoint Presentation.



THEORY

Importance of communication, New media, Social media, Visual merchandising theories, PR and Advertising, Elements and Principals of Design, Fundamentals of fashion, Design Thinking, Export management.





CAREER PATH

Graphic designer, Social media handlers, Customer Relationship management in Export house, Buying House, Designer Studios.

WORKSHOP/MASTER CLASS

At different intervals experts from the industry come to deliver lecture on Photography, Styling, Visual merchandising, Advertisement etc.



P.A.C.E. Life-Soft Skills

Personal Advancement & Career Enhancement (PACE) program core modules are communication skills, problem-solving and decision-making, time and stress management, financial literacy and execution excellence.

Course Outline

- Fashion Photography and Styling
- Visual Merchandising
- Media Communication
- PR & Advertising
- Elements & Principal of Design
- CAD
- New Media
- Fashion Studies



ELIGIBILITY

10+2 / Fashion Background
(Diploma/Industry Experience)



DURATION

1 Year
(2 academic semesters)



SEMESTER FEE

130,000
(2 installment of Rs. 65,000)

Imparting Skills Improving Lives

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