

FIDM FASHION DESIGN FUNDAMENTALS



FASHION DESIGN FUNDAMENTALS:

In this course, you will learn the essential skills needed to initially identify and illustrate the concept for a collection and design a selection of pieces for it. The collection can include apparel, accessories, or another category of items. Whether you're completely new to the industry or have had some fashion experience, this course will walk you through the process of ideation, research, and mood boarding. Our expert faculty will give you step-by-step instructions on the basics of keeping a fashion journal and bringing an idea from a rough draft to a final sketch. From there, you will decide on what your muse is for your collection, the target market, and create a collection statement to describe your vision. Once you have a clear vision, you will pair down your sketches and select the final pieces for your collection. In the capstone activity, you will present your work in a pitch deck showcasing your inspiration, mood board, and ideation process. You should leave the course with at least 3-5 finalized designs for your fashion collection.

The course is built on compelling video lessons taught by Los Angeles' Fashion Institute of Design & Merchandising's (FIDM) world-renowned faculty and a wide range of experts from major companies, agencies, and institutions who have hands-on experience and in-depth knowledge. Fashion Design Fundamentals prepares the student to take advantage of new opportunities in this lucrative and in demand field and helps them differentiate themselves in this rapidly evolving industry.

FIVE COURSE MODULES:

- Make it Personal
- Show, Don't Tell
- Fashion Sketching 101
- Muse and Market
- Your Final Designs

Each course module is broken into several shorter video lessons that you complete at your own pace. Assignments and hands-on projects reinforce key knowledge and help build career skills.

STUDENT BENEFITS:

1. Certificate of Completion (non-credit) from Fashion Institute of Design & Merchandising (FIDM)
2. An introduction to the basic skills needed to design a fashion collection— such as sketching, mood boarding, journaling, writing a collection statement, and presenting your final pieces
3. Learn directly from leading academic and industry experts
4. Real industry-scenario assignments
5. 100% online and self-paced

MODULE 1:

MAKE IT PERSONAL

Where does the idea for a collection come from? How and where do you find inspiration? Look closely at your neighborhood, the items in your home, and the things you choose to have around you. What are the common features and elements? In this opening module, you will learn to find inspiration from items in your personal life by observing your surroundings. Identifying and cultivating your personal design aesthetic is essential before designing your collection. You will also begin your design journal— a personal notebook that you should use for sketching and collaging, capturing ideas, documenting information, and recording anything else that inspires you. Your design journal is where your collection will come to life.

KEY CONCEPTS:

- Where to find inspiration
- Discovering inspiration from something personal
- Fashion research and interpreting trends
- Developing your personal design aesthetic
- How to ideate and flesh out a concept
- What goes in a fashion journal

MODULE 2:

SHOW, DON'T TELL

Now that you've found your inspiration and you're developing ideas and concepts for your collection, you'll need to build a mood board to communicate your vision. What is the feeling you want to evoke? How can you translate it through images? Developing a mood board is essential to refining your initial concept and turning it into a formal draft. Your mood board will also serve as a visual summary to show others exactly what you have in mind. Module 2 will guide you through the process of building a mood board, modern mood board tools, and how to get creative with the items, textiles, and images you decide to include.

KEY CONCEPTS:

- Developing a mood board: gathering content, items, textiles, and types of images to include
- Explaining your vision with images
- How to find and incorporate non-digitally sourced images
- Building a visual landscape
- Deciding the season for your collection
- Using a mood board as a collaborative tool
- Modern mood board tools

MODULE 3:

FASHION SKETCHING 101

Welcome to your official introduction to sketching. From the initial rough sketch to the final concept, module 3 covers the essentials— including drawing a basic silhouette, quickly adding details to your sketch, and how to render fabrics to illustrate your ideas. Fashion design experts will guide you through the sketching process while highlighting the various stages a sketch goes through to refine it.

KEY CONCEPTS:

- Fashion design process overview
- Essential sketching techniques
- Drawing a basic silhouette
- How to use a croquis to get your vision on paper
- The difference between flat and float sketches
- Adding detail to your sketches
- How to render fabric
- Understanding the value of rough sketches
- The evolution of a sketch

MODULE 4: MUSE AND MARKET

Now you're ready to bring your collection to life. What is the inspiration? Whom do you envision wearing your designs? What is the target market? It is important to make these decisions before making your final designs to determine materials and set your price points. This module will also introduce you to the concept of a 'collection statement.' The collection statement will serve as a sort of elevator pitch for your designs. A fashion designer must be able to pitch and explain the logic and vision behind their designs and collection to those who are unfamiliar.

KEY CONCEPTS:

- Identifying your target market
- Selecting materials and fabrics
- Determining a price point based on your target market and materials
- Considering sustainability during production, manufacturing, and distribution
- Determining the muse for your collection
- A survey of new technology in fashion design
- Examples of collection statements and their purposes

MODULE 5: YOUR FINAL COLLECTION

With your journal bursting with sketches by now, it's time to determine the final pieces for your collection. In this final module, you will learn how to pare down your designs and select the strongest pieces. It is imperative for these pieces to be cohesive. What is the thread running through your designs? How are they related to each other and to your initial inspiration? Once you've finalized your selections, you will then learn how to tell the story of your collection.

KEY CONCEPTS:

- How to refine your collection
- Identifying the common thread across your designs and ensuring cohesion
- Telling the story of your collection
- The differences between a 'look' and a 'piece'
- How to create various 'looks' with a few pieces from your collection

ENROLLMENT DETAILS

How do I apply for Fashion Design Fundamentals?

The application for Fashion Design Fundamentals is entirely online and only takes a few minutes to complete. You can apply here: <https://www.yellowbrick.co/apply?program=fashion-design>

How much does the course cost?

Tuition, including all five course modules, and the Certificate of Completion from the Fashion Institute of Design & Merchandising (FIDM) is \$999. Subscription options are available starting as low as \$99 per month.

All payment options will be sent to prospective students upon course acceptance.

In order to receive the Certificate of Completion, all course requirements must be completed and all tuition fees paid in full.

What payment methods and currencies do you accept?

We accept most major credit and debit cards, including Visa, MasterCard, American Express, Discover, and JCB. Students who enroll outside the United States will be charged tuition fees in the local currency at the prevailing currency exchange rate.

Do you offer financial aid or financing plans?

At this time, we're not able to offer financial aid. However, we do have payment plan options, which allow students to pay in monthly installments instead of an upfront one-time payment. While the one-time payment is the best value, our mission is to make education accessible to everyone, and our payment plan options provide students with payment flexibility. Once you're accepted, complete details on pricing and payment plan options will be emailed to you.

Through the generosity of our partners, we also have scholarship programs available to students who qualify. More information about our scholarship program can be found here: <https://www.yellowbrick.co/scholarship-application/>

What is your cancellation policy?

Students can withdraw from the course for a full refund within 24 hours of enrollment. Students have up to 7 days to withdraw to get a full refund, minus a \$100 cancellation fee. After 7 days, no refunds will be issued. Subscriptions may be canceled prior to your renewal date by emailing hello@yellowbrick.co.

How do I begin the course?

Once we have received your tuition payment, your spot is secured. You will receive a welcome email with your course login instructions, and you can begin immediately. The course is 100% online, self-paced and on-demand so you can complete it on your own schedule.

THE COURSE

Are there any prerequisites, age requirements, or restrictions?

Students must be at least 13 to enroll. There are no other prerequisites. All you need is a passion for fashion, design, and learning.

What do I get when I complete the course?

Fashion Design Fundamentals is a non-credit course. Students who complete the course will earn a Certificate of Completion in Fashion Design Fundamentals from the Fashion Institute of Design & Merchandising (FIDM).

How long do I have to complete the course?

Students have unlimited access to the course for one year, starting on the date of enrollment.

What if I need more time?

If after one year an extension is needed to complete the course, students will have the option to pay a monthly subscription fee to continue access to the course materials.

Can I download course videos or materials?

Class videos and materials are not downloadable. However, enrolled students will have unlimited access to all videos and materials for one year.

What can I expect to accomplish by the end of this course?

After completing the course, students will have a significantly greater understanding of how fashion design works within the modern fashion industry. In addition, students will receive a Certificate of Completion from the Fashion Institute of Design & Merchandising (FIDM) that can be added to their LinkedIn profile and resume. This credential can open doors to a future in the fashion industry.

Who are my fellow students?

Students of all experience levels and in any career stage will benefit from enrolling in Fashion Design Fundamentals. All students do have one thing in common — a passion for fashion and a desire to build a successful career doing what they love! Some students may aspire to start their own clothing line or they may already work in the fashion industry and want to advance their careers. Some students may currently work in a different sector and want to switch career paths. Others might be heading to college, are in college, or just graduated and want to build in-demand skills and gain valuable experience that will set them apart in a hyper-competitive industry. Your fellow students may become part of your current or future fashion network. They might be like you — a future leader in the world of fashion!

Where do I find the course materials?

All course materials are available online. You can access and review the materials whenever you like through the course login page, which you'll receive access to once you enroll.

Which devices can I use to watch the class videos and access other course materials?

The course and all course materials can be accessed via an internet-connected computer, tablet, or smartphone device.

When and where do the classes meet?

The course is offered 100% online and is entirely self-paced and on-demand — so students can access the course video lessons, assignments and other materials whenever and wherever they like.

How much time do I need to dedicate to the course?

It varies from person to person, but be prepared to work hard and dedicate about 30-40 hours in total.

After I earn the Certificate of Completion in Fashion Design Fundamentals, what comes next?

This certificate will lay the groundwork for you to pursue your goals in any direction you choose. If you'd like to deepen your knowledge further, Yellowbrick offers numerous online certificate courses in fashion. Visit www.yellowbrick.co to explore all available courses.

Who is Yellowbrick and why are they involved?

Yellowbrick is the online learning company that powers the Fashion Design Fundamentals course, in addition to numerous other online university courses. Our mission at Yellowbrick is to empower dreamers to achieve their calling by inspiring learners to pursue a career that aligns with their talents and passions. That's why we partner with top universities and brands to create educational experiences that tap into learners' passion points, spark success, fuel personal advancement, and unlock doors to fulfilling paths and careers. Visit www.yellowbrick.co/about-us to learn more about Yellowbrick and our mission.