

## Professional Diploma in Fashion Photography (240hrs)

65014D

Hong Kong is a leading international fashion showcase for the apparel industry and fashion retailing. Fashion Photography plays a major role in this market. The course aims to train up versatile professionals in fashion photography, fashion styling, make-up and hair styling techniques. The course focuses on artistic, aesthetic and skills training through course project, studio and on-location practice such as fashion and product show.

On completion of the course, professionals will be able to work for a broad range of fashion and business sectors including fashion publications and journalism, branding and promotion, advertising and marketing, visual merchandising, public relations and event management.

### Course Outline

1. Introduction to Fashion Photography (26 hrs) Module Code DDP4023X
  - Basic concept of fashion photography
  - Basic technique of fashion photography
  - Workshop practice
  
2. Introduction to Fashion Image (26 hrs) Module Code DDP4022X
  - Introduction to image design industry
  - Image Design Fundamentals
  - Types of Image Designs
  - Image design practice
  
3. Intermediate Fashion Photography (26 hrs) Module Code DDP4021X
  - Basic to advanced technique of fashion photography
  - Advanced technique of fashion photography
  - Workshop practice
  
4. Introduction to Fashion Styling (26 hrs) Module Code DDP4024X
  - Fashion Styling fundamentals
  - Fashion Design Techniques
  - Fashion Concept Development
  - Styling Realisation
  - Case studies and analysis
  
5. Professional Fashion Photography (26 hrs) Module Code DDP4031X
  - Advanced to professional technique of fashion photography
  - Professional technique of fashion photography
  - Workshop practice
  
6. Fashion Image and Styling (32 hrs) Module Code DDP4015X
  - Appreciation of the reputable image designers' works and analyse their themes and features
  - Fashion Make-up
  - Fashion Hair Styling
  - Styling & Art Direction
  - Editorial Writing
  - Realisation & Evaluation

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| 7. | <u>Make-up Techniques (26 hrs)</u> <ul style="list-style-type: none"><li>• Professional Studies</li><li>• Technical Studies</li><li>• Research Studies</li></ul>   | Module Code DDP4026X |
| 8. | <u>Hair Styling Techniques (26 hrs)</u> <ul style="list-style-type: none"><li>• Professional Studies</li><li>• Technical Studies</li><li>• Research Studies</li></ul>  | Module Code DDP4017X |
| 9. | <u>CAD: Fashion Photography (26 hrs)</u> <ul style="list-style-type: none"><li>• Generation of fashion photography concepts</li><li>• Fashion photography and development</li><li>• Fashion photography and presentation</li></ul> | Module Code DDP4005X |

Duration: 240 hrs

Fees

Full Course: \$32,550 (240hrs)

Single Module: \$3,900 (26hrs)

\$4,800 (32hrs)

Payment, Timetable & Venue: see TIMETABLE & FEES in [www.hkdi.edu.hk/peec](http://www.hkdi.edu.hk/peec)

#### Minimum Entry Requirements

5 HKCEE passes including English Language and Chinese Language (Level 2 or above), or at least two years relevant work experience for mature applicant aged 23 or above.

#### Enquiry

Tel 3928 2777

Fax 3928 2054

Email [peec.hkdi@vtc.edu.hk](mailto:peec.hkdi@vtc.edu.hk)

Website [www.hkdi.edu.hk/peec](http://www.hkdi.edu.hk/peec)