Fashion Design

Program Description

The program aims to generate innovative concepts through creative solution on women's-wear, men's-wear and children's-wear within medium to mass production scale, in response to commercial feasibility.

Aware of career diversity in fashion, the program encourages students to pursue their own path in the fashion world. A comprehensive knowledge of trend research and retail market, styling, photography and media is to be developed in terms of preparing qualified and professional experts into the fashion industry.

To support exciting teaching and learning activities, BINUS INTERNATIONAL provides lecturers, guest lecturers from professional industry, excellent studio facilities including garment production workrooms and a fabric lab, a computer lab, and a photographic studio. The program is a full-time program with a four-year length of study.

The university collaborates with the Northumbria University, Newcastle upon Tyne, UK, not only to enhance the quality of BINUS INTERNATIONAL Fashion Design Program, but also to provide a double-degree program.

Upon successfully completion of the four years of study, the graduates will obtain a Sarjana Seni (S.Sn) and a Bachelor Degree of Fashion Design with Honours (BA-Hons).

The objectives of the Fashion Design program are :

A. To provide graduates with contextual knowledge and technical skills in order to formulate fashion design solution responsive to the industry
B. To equip graduates with skills to utilise ICT applications and services required in the global fashion industry
C. To equip graduates with effective communication skills
D. To provide graduates with entrepreneurship skills and professional ethics to become socially aware and responsible fashion professionals
E. To enhance graduates' capability in generating creative and innovative ideas within the fashion industry

Award/Degree

- Sarjana Seni from BINUS University
- Dual Degree with Bachelor of Fashion Design with Honours (BA-Hons) from Northumbria University, Newcastle upon Tyne, UK

Study Completion Requirements

To complete a major in Fashion Design at BINUS INTERNATIONAL, students must complete a minimum of 146 SCUs of academic credits, all of which are mandatory courses. No streaming or elective courses are available in this program.

Program Intended Learning Outcomes

Upon successful completion of this 4-year program, students are expected to be able to:

1. To apply and analyse theoretical knowledge of historical, cultural and contemporary issues into the development of fashion design concepts
2. To apply various manipulation techniques, through material exploration and experimentation, towards creative solution
3. To identify and describe visual language in response to the production of meaning
4. To appraise an independent judgment and articulate reasonable arguments on aesthetic
5. To display computer literacy and utilize appropriate technology applications in response to creation and production phases
6. To demonstrate effective written, verbal and visual communication skills on wide range of audience
7. To apply entrepreneurial skills within the fashion industry context
8. To apply professional principles in a global and socially responsible workplace
9. To challenge creativity and compose innovative solution as personal fashion design signature

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Teaching, Learning, and Assessment Strategy

The teaching and learning processes are conducted through lectures, tutorials, practical demonstrations and activities, studio teaching, with students' independent study required. It is the responsibility of the lecturer of a particular course to facilitate all students' learning on the course, who can be assisted by a tutor, if necessary. By having qualified lecturers and guest lecturers from professional industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through in-depth analysis of case studies, studio works, and individual/group work projects.

Learning will be an exciting experience for students as they are provided with excellent facilities such as production workroom, fabric lab, computer lab and photographic studio. With a good quality library, the students will be able to access books and magazines for information and research activity.

There will be no examinations for most courses. However, all course-work are assessed through a variety of assessment tasks such as reports, presentations, assignments, individual and group projects, and thesis/final project report. The feedback of the given assessment is given in the class/tutorial, embedded in the scoring rubric/assessment criteria sheet and/or separate feedback forms. The complexity of course content in design problem-solving methods is introduced at different levels of study. A final project work, portfolio, and the written report must be submitted in Year 4 (semester 8).

Employability and Career Support

A wide range of career opportunities in fashion industry is introduced in which students will be prepared throughout the four years of study. The integrated curriculum is designed and developed to support students in building on their technical and non-technical skills as well as engaging with the industry.

The Fashion Design Program provides an internship program for each student wherein the student may conduct real projects as a practical study within industrial contexts. The program develops the student's ability to be involved in professional practices, and ethical and organisational responsibilities. Furthermore, the industrial internship program provides students with real experience in the work place and teaches them to cope with the work environment. In addition, series of study/field trips to visiting professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspiration and may provide social and professional networks.

The graduates of Fashion Design Program are expected to be ready as a designer for medium to mass production and manufacture, in response to various market levels. The graduates are also prepared to work for design consultancy, fashion styling, media communication, textile design, trend forecasting consultancy and retail chain network. BINUS INTERNATIONAL also provides career supports for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from www.binuscareer.com

Program Structure

Fashion Design Mandatory Courses

Course Code	Course Name	SCU
GS107	Character Building : Self development	2
FA102	Fabric and Material	2
FA101	Basic Art and Design	4
FA103	Fashion Illustration	4
FA105	Silhouette and Garment Construction I	4
AD403	Design Thinking	2
FA113	Introduction to Fashion I	2
GS102	Academic English I	3
GS209	Character Building : Interpersonal Development	2
FA106	Costume History	2
FA108	Digital Fashion Illustration	4
FA114	Silhouette and Garment Construction II	4
FA112	Design, Research & Concept	4
FA115	Introduction to Fashion II	2
GS201	Academic English II	3
GS210	Character Building : Spiritual development	2
FA205	Fashion Design I	6
FA222	Silhouette and Garment Construction III	4
FA223	Fashion Textile I	3

FA228	FD Trend Forecasting	2
FA229	Production I	4
GS303	Character Building : Professional Development	2
FA224	Fashion Design II	6
FA225	Silhouette and Garment Construction IV	4
FA226	Fashion Textile II	3
FA221	Visual Art Movement	3
FA306	Fashion Design III	4
FA230	Production II	4
FA312	Fashion Design III	6
FA313	Silhouette and Garment Construction V	4
FA204	Fashion Future	4
FA310	Fashion Communication	4
FA314	FD Entrepreneurship	2
FA315	Production III	4
FA308	Internship for Fashion	6
FA418	Fashion Design IV	6
FA413	Fashion Seminar	3
FA421	Final Project	8
FA415	Project Report Writing	4
FA420	Fashion Portfolio	4
FA318	Fashion Textile III	4