Fashion camp | 2015

LEARN ALL ABOUT THE WORLD OF FASHION

// CREATE // DESIGN // MARKETING // BRANDS // TRENDS // INDUSTRY ACCESS + MUCH MORE!

30 Mar – 1 Apr | 30 Jun – 2 Jul | 22 – 24 Sep 2015
If you’re aged between 15 to 19 years and considering a career in fashion after secondary school, Kangan Institute’s Fashion Camp is your backstage pass to becoming a fashion professional.

Held over the 2015 school holiday periods, our expert faculty have an exciting three-day schedule planned for you and your friends that’s jam-packed with all things fashion. From designing, styling and beauty to merchandising, retailing, marketing and public relations, Fashion Camp will give you an insight into both the creative and business sides of the fashion industry.

Bring your creative flair and participate in our series of intensive design and marketing workshops at Kangan Institute’s Centre of Fashion and Creative Industries in Richmond. There are no study or drawing perquisites required to participate, only your passion and curiosity to learn more. Be sure to bring your notepad and camera as we’ll hit the town and visit some of Melbourne’s biggest names in fashion and industry professionals.

Whether it’s the design or business side of fashion that inspires you, Fashion Camp promises three days of inspiring insights into the industry. Our students leave Fashion Camp inspired to kick-start a career in Fashion and its related industries!

Fashion camp is a program where students attend on a daily basis for three days. Please note, this is not a stay over camp.
PROGRAM

// CREATE
• Theories of concept and colour
• Develop skills in drawing, painting and illustration
• Learn how to create digital mood boards and folio preparation
• Introduction to knitwear development and digital printing
• Introduction to 3D body scanning

// DESIGN
• Introduction to fashion design and concept development
• History of fashion design
• Introduction to computer-aided design techniques
• Design your own fashion brand’s name, swing tags and logo
• Introduction to working in an industry CAD room
• Conceptualise, design and produce your own digitally printed t-shirt
• Photography tips and tricks

// MARKETING
• Introduction to retail and visual merchandising
• Introduction to e-Tailoring and blogging
• The world of social media: Facebook, Twitter, Instagram, Pinterest
• Introduction to web design
• Introduction to the Australian and international textiles industry

// BRANDS
• Introduction to brand positioning
• Introduction to fashion buying
• Introduction to sustainability practice in industry
• Create and style your own fashion brand from concept through to finished artwork

// TRENDS
• Introduction to fashion styling and forecasting
• Learn the latest trends in hair and beauty
• The future of internet shopping

// INDUSTRY ACCESS
• Visit and meet with professionals from some of Melbourne’s biggest brands such as Myer, Zara, Forever New and GPO
• Access and explore renowned industry publications and websites such as Ragtrader, Vogue, Harper’s Bazaar, Stylesight, NGWS and Style.com
• Tour Kangan Institute's Textile and Fashion Hub and get up close with leading industry technology
• Meet and greet breakfast with special industry guests
• Q&A sessions with industry professionals
Enrol now
kangan.edu.au/fashioncamp
1300 166 888

WORKSHOPS
30 Mar – 1 Apr | 30 Jun – 2 Jul | 22 – 24 Sep 2015
9.30am – 4.30pm

PRICE
$429

LOCATION
Kangan Institute’s Centre for Fashion and Creative Industries.
85 Cremorne Street, Richmond, VIC, 3121.