



## EXPERT PROGRAM IN FASHION COMMUNICATION (EPFC)



240 HOURS



6 MONTHS

The Expert Program in Fashion Communication is a cutting-edge course designed for individuals passionate about the storytelling, branding, and visual identity of fashion. This program bridges the gap between fashion and media, teaching students how to craft compelling brand narratives, visual campaigns, and strategic content that resonates with modern audiences. From fashion journalism to styling, digital marketing to branding, the course equips learners with a comprehensive understanding of how fashion communicates in today's fast-evolving industry. Through real-world projects, studio assignments, and media collaborations, students gain hands-on experience in building strong visual identities and campaigns for fashion brands, designers, and publications.

## ≡ INSIDE THE PROGRAM

- ✓ Fashion Branding & Visual Identity
- ✓ Fashion Journalism & Editorial Writing
- ✓ Photography, Styling & Creative Direction
- ✓ PR, Media, and Event Communication
- ✓ Digital Fashion Marketing & Social Media Strategy
- ✓ Fashion Film & Visual Storytelling
- ✓ Consumer Psychology & Brand Behavior
- ✓ Basics Of Fashion Communication
- ✓ Branding & Fashion Promotion
- ✓ Visual Communication
- ✓ Consumer Psychology & Brand Behavior

## APPLICABLE JOBS

- Fashion Journalist / Fashion Writer
- Fashion Photographer
- Visual Communicator
- Visual Merchandiser
- Fashion Stylist
- Social Media Manager / Content Creator
- Fashion Communication Educator/Researcher

## MODULES COVERED



AI INTEGRATED COURSE

- 1 Fundamentals of Design & Fashion
- 2 Textile Study
- 3 Fashion Styling & Photography
- 4 Visual Merchandising
- 5 Fashion Media & Journalism
- 6 Fashion Event Management
- 7 Portfolio Development

Assessment will be conducted through a written examinations, Practical examination. Students are also required to submit a Final Portfolio showcasing their work, which will be a key component of the overall evaluation.