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Premier Academy for Media & Creative Arts

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EXPERT PROGRAM IN VISUAL COMMUNICATION (EPVC)



240 HOURS



6 MONTHS

The Expert Program in Visual Communication in Fashion Design is a creatively-driven course designed to empower students with the visual storytelling skills needed to communicate fashion ideas across platforms. It focuses on the intersection of design, media, and branding, training students to visually express fashion concepts through photography, graphics, layout design, digital content, and multimedia tools. From lookbooks and campaigns to fashion films and social media visuals, students learn to craft compelling narratives that elevate fashion brands and collections. This program combines creativity with technical proficiency in design software, fashion aesthetics, and visual trends to prepare students for impactful careers in the communication side of fashion.

☰ INSIDE THE PROGRAM

- ✓ Principles of Visual Communication in Fashion
- ✓ Fashion Photography & Image Editing
- ✓ Typography, Layout Design & Print Media
- ✓ Social Media Design & Visual Content Strategy
- ✓ Branding, Logo Design & Visual Identity
- ✓ Moodboard, Concept & Storyboarding



APPLICABLE JOBS

- Visual Communication Designer
- Fashion Photographer & Editor
- Creative Visual Strategist
- Lookbook & Campaign Designer
- Digital Media Designer (Fashion Marketing)



MODULES COVERED



AI INTEGRATED COURSE

1

Fundamentals Of Design & Fashion

4

Visual Merchandising

2

Fashion Trend Forecasting

5

Portfolio Building

3

Advanced Drapping

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.