

# Fashion Communication and Styling BA (Hons)



**[www.dmu.ac.ae](http://www.dmu.ac.ae)**



## Why choose De Montfort University

Founded in 1870, De Montfort University (DMU) Leicester has grown into a global institution with 26,000 students and 2,600 staff. Our passionate and enthusiastic lecturers have excelled in the National Teaching Fellowship awards – the most prestigious awards for excellence in higher education. Our academics have industry experience, and our researchers have made a real difference in people's lives.

Our courses embed employability in their curriculum, and our research feeds into students' learning. DMU Leicester has been ranked in the top 20 universities for graduate prospects in The Sunday Times Good University Guide 2020. Previous DMU graduates have gone on to win Oscars and work with organisations such as the BBC, HSBC, Nike, BMW and the NHS. At DMU Dubai, we welcome students from all backgrounds and are proud to offer the perfect combination of award-winning teaching, excellent facilities and a fantastic student experience.

## Schools and Departments

All De Montfort University (DMU) students belong to one of our four faculties. Each faculty delivers a wide range of courses to students, oversees world-changing research, and fosters enviable commercial links that inform our teaching and ensure DMU courses are relevant to modern employers.

**The Faculty of Arts, Design and Humanities** brings together DMU's creative disciplines. Its courses range from traditional to boundary-pushing, and research is rated internationally excellent. Names such as shoe guru Jimmy Choo and novelist Adele Parks have lectured students thanks to the faculty's unique industry links.

### Education 2030

We want to ensure you have the best learning experience possible and a supportive and nurturing learning community. That's why we're introducing a new block model for delivering the majority of our courses, known as Education 2030. This means a more simplified timetable where you will study one subject at a time instead of several at once. You will have more time to engage with your learning and get to know the teaching team and course mates. You will receive faster feedback through more regular assessment, and have a better study-life balance to enjoy other important aspects of university life.



## Course overview

As part of the global fashion industry, the fashion stylist and communicator creates visual stories, employs technologies and exploits promotional platforms. You'll learn how to engage with audiences and tell 'style stories' to transform fashion products from just objects into modern must-have trends.

You'll become proficient in visual research, illustration and storyboarding, and project management. You'll work collaboratively with peers and industry experts and foster a network of future career contacts and opportunities.

## Key features

- Learn about the technical elements of successful event styling and production – including the creation of image, film and graphics.
- Gain the skills and confidence you'll need to act as a consultant to industry partners, including fashion brands, fashion media and event organisations. Graduates can expect to flourish in careers within the fashion styling and communication industries as journalist contributors, media commentators, promoters, editors or stylists, and with big fashion brands and media groups.
- Study a wide and practical range of topics including computer-aided design (CAD), photography and video for fashion, concept building, and fashion illustration.
- Cover areas including visual research, illustration, storyboarding, audience analysis, styling, photography, fashion graphics and film, editorial development, event styling and production, freelance/self-employment skills and project management.
- DMU Dubai students can now benefit from the Industry Advisory Board, which comprises leading experts and professionals at the enterprise level. The board provides valuable insights and guidance to ensure the curriculum remains relevant and current with industry trends and demands.

## Teaching and assessments

A variety of learning and teaching strategies are utilised within the degree programme. New concepts and methodologies are introduced via lecture and seminar discussion, technical processes and skills and demonstrated and then practically developed by you in workshops. Throughout the three years of study you will receive formative feedback on projects, either from tutor led, group stage reviews or from individual formative assessments. At each of these, you will receive written feedback to support and guide your development before carrying out future work. Part of this feedback will focus on areas to improve work already carried out and students are afforded the opportunity to address feedback and revisit of work to address current problem areas before the summative assessment. Both formative and summative feedback, will on your development and the achievement of the modules learning outcomes.

Summative assessment of all work carried out will take place at the conclusion of the module and is accompanied by written and verbal feedback. Assessment can be varied, but generally will take the form of a visual presentation, static display and or portfolio creation.

You will be taught through a combination of lectures, tutorials, seminars, workshops, practical activities, group work and self-directed study. Assessment is through coursework (presentations, essays and portfolio/event outcomes). Your precise timetable will depend on the modules of study in each term however, in your first year you will normally attend around 15 hours of timetabled taught sessions (lectures, tutorials and practical workshops) each week, and we expect you to undertake at least 24 further hours of independent study to progress and complete research and project outcomes.

Course	Fashion Communication and Styling
Award	BA (Hons)
Duration	3 years
Mode	Full time
Delivery	Day
Intake	September
Annual Fees	AED 71,650 (including 5% VAT)
Scholarships and flexible payment plans available	

## Course modules

### First year

Block 1: Fashion Styling  
Block 2: Fashion Image Creation  
Block 3: Communication Creation  
Block 4: Fashion Film Cultures

### Second year

Block 1: Concept to Consumer  
Block 2: The Fashion Client: Campaign with Film  
Block 3: Fashion Event Styling  
Block 4: Futures: Professional and Promotional Identity

### Third year

Block 1: Fashion Communication and Styling Consultancy  
Block 2: Fashion Communication and Styling Portfolio  
Block 3 and Block 4: Final Major Project

\*All modules are indicative and based on the current academic session.



More info

## Entry criteria

**GCE A-Level:** CCD

**CBSE/ ICSE/ All Indian Boards:**

Successful completion of Standard XII with a 65% average from the best four subjects excluding Hindi or any other local language, e.g. Punjabi, Gujarati, Tamil, Marathi

Interview any candidate with 60% or above.

**American High School Diploma + SAT:**

High School Diploma with a minimum GPA of 3.0 PLUS Advanced Placement, two subjects from group A with grade 3 or above  
ORSAT2 - 2 subject tests with a minimum score of 500 in each = 1000

**UAE Tawjihiyya:** Entry to IYZ only

**International Baccalaureate Diploma:** 24 points

**BTEC Level 3 Ext Diploma:** DMM

**African WAEC/ NECO/ WASSCE:**

5 "B" grades (**Only for Business Programme**)

**FBISE grade 12 (Pakistan):** 85%

**Curriculum Russian/Kazakhstan:** Entry to IYZ only.

## English requirements

- **IELTS:** 6.0 (minimum 5.5 in each band)
- **TOEFL Internet-based:** 72 (17 in listening & writing, 20 in speaking and 18 in reading)
- **Pearson PTE Academic:** 51

Students with other qualifications may also be considered. Please scan the QR code or contact Admissions Office for details



Enquire Now





**Prof. Katie Normington**  
Vice-Chancellor  
De Montfort University



**Simon Bradbury**  
Pro Vice-Chancellor International  
De Montfort University



**Prof. Michael Gallimore**  
Head of Campus  
De Montfort University Dubai



Career support



Scholarships



Enquire Now

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**DMU Dubai Admissions Office is open from**  
**Monday to Saturday 9am to 5pm**

**[www.dmu.ac.ae](http://www.dmu.ac.ae)**

     **@dmudubai**



Virtual Tour



## Fashion Communication and Styling Graduate careers

Graduates go on to a variety of areas within the fashion styling and communication industries such as journalist contributors, media commentators, editors stylists, fashion researchers, show producers, show curators and art directors.

