

Learn to communicate fashion ideas and innovations through social media, fashion journalism and public relations.

The Course

This course offers insight in to the world of fashion and the diverse methods and professions that are focused on the communication of fashion. It encompasses public relations, fashion journalism, photography and digital platforms with an overview of fashion theory.

Who is it for?

This course is aimed at all levels and experiences, from beginners to fashion professionals. It is an introduction to the different methods of fashion communication and suitable for those that wish to expand their fashion awareness.

Key Facts:

4 weeks, 60-hour course

Fashion Styling lectures
(9 hours per week)

Group projects (3 hours per week)

Workshops and industry visits
(3 hours per week)

Final presentation
& end-of-course ceremony

Upper Intermediate English level

Start dates: 2 Mar, 1 June, 7 Sep

Fashion Communication Certificate
from Bayswater College

Sample timetable

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 12:20	English Course	English Course	English Course	English Course	English Course
12:20 - 13:00	Lunch				
13:00 - 16:00	Introduction to fashion communication pathways	How to communicate fashion ideas	Group project work	Case study: Alexa Chung - Top fashion influencer	Visits/ Workshops/ Guest Speakers e.g. influencer workshop on how to boost brand recognition
Extra Curricular suggestions	Visit London Design Museum	Visit the V&A Alexander McQueen Collection	Visit Selfridges for London's best fashion window dressing	Dover Street Market - the ultimate in luxury brand show room	

Combine your course with:

English language lessons

Professional Diploma in Digital Marketing

Other Fashion Certificates*

*Combine 3 Fashion Certificates for a Fashion Diploma

Visit bayswater.ac/fashion for more information

Course Syllabus

The History of Fashion Communication

Fashion Communication Pathways

Fashion Journalism, PR for Fashion and Creative Interpretations in Fashion

How to observe, encourage and communicate your fashion ideas

Ethics and sustainability

Introduction to the creative networks and industry links

Looking into the digital and other platforms as ways of communication

London Fashion Week and its importance as a fashion communication medium

Future of Fashion Communication

Course features

Lecture style classes taught by industry professionals, academics and highly qualified creatives

Case study: Nike – Emotional story telling

Workshops, industry visits, and guest speakers from the fashion industry

Group project culminating in an end-of-course presentation

Career advice

Benefits

Gain knowledge of the cultural, social and economic factors around the communicated fashion image

Learn about the different fashion communication pathways

Prepare a fashion story for publication in one of the fashion communication pathways such as a blog or instagram

Learn about career or work experience opportunities within the fashion communication sector



London Fashion Weeks 2020: 14-18 February, 18-22 September

Why Bayswater College

With great proximity to London's important fashion areas, Knightsbridge, Oxford Street, and Bond Street, Bayswater College brings together fashion professionals specializing in international education, a beautifully stylish location, supportive staff and a social programme.

Central London location

Combine with English Language and Digital Marketing courses

Supportive, friendly staff



Education for good:

For every student taught at Bayswater College, we will teach another from a disadvantaged background, in their country. On a one-for-one basis.

Find out more at bayswater.ac/giving



bayswater.ac/fashion

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Visit us

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Agent Enquiries

Our Agents are appointed experts in your country and can give you specialist advice on our courses, as well as any visa requirements. Contact us for an Agent in your area.

For agent sales enquiries

please contact us at agents@bayswater.ac