# Professional Training program in Fashion Design, Creative Identity & Technology

Annual Programme Schedule & Lesson Plan — Comprehensive Overview for CPD Accreditation and Professional Training Providers

# Programme Structure Overview

## Programme Duration

One Academic Year

## Total Learning Hours

228 Hours

## Delivery Mode

- Live online sessions
- In-person practical workshops (where applicable)
- Guided independent study
- Project-based learning

## Learning Approach

Our diploma integrates creative excellence with professional practice and cutting-edge technology. The blended delivery model ensures flexibility whilst maintaining rigorous academic standards and practical skill development.

Each module combines theoretical knowledge with hands-on application, preparing learners for contemporary fashion industry demands.

# Module Breakdown: Complete Curriculum

| Module Title | Hours | Type |
| --- | --- | --- |
| Human Creative Physiology Foundation | 24 | Theory + Practice |
| Hand Drawing & Colour Theory | 40 | Studio Practice |
| Branding, Brand Identity & Creative DNA | 32 | Creative Strategy |
| Fashion Collection Design | 32 | Design Studio |
| Fashion Management & History | 24 | Professional Context |
| Digital Sketching (iPad & Illustrator) | 24 | Technical Skills |
| Artificial Intelligence in Fashion | 24 | Technology Integration |
| Projects & Graduation Portfolio | 28 | Capstone Project |
| **Total Programme Hours** | **228** | |

# Annual Timeline: Term-by-Term Progression

## Term 1 (Months 1–3)

**Foundation Phase**

- Human Creative Physiology
- Hand Drawing & Colour Theory

Building fundamental creative and technical skills

## Term 2 (Months 4–6)

**Identity Development**

- Branding & Creative DNA
- Fashion Collection Design

Developing personal design vision and collection concepts

## Term 3 (Months 7–9)

**Professional Context**

- Fashion Management & History
- Digital Sketching Tools

Understanding industry practices and digital techniques

## Term 4 (Months 10–12)

**Innovation & Completion**

- Artificial Intelligence in Fashion
- Graduation Project & Portfolio

Integrating technology and showcasing professional work

# Teaching & Learning Methods

## Live Demonstrations

Expert tutors demonstrate techniques in real-time, allowing learners to observe professional processes and ask questions during instruction.

## Guided Design Sessions

Structured creative work with tutor support helps learners develop their design thinking and personal aesthetic voice.

## Individual & Group Feedback

Regular critique sessions provide constructive evaluation, helping learners refine their work and develop professional self-assessment abilities.

## Practical Studio Exercises

Hands-on activities reinforce learning through doing. Learners practise techniques under guidance, building confidence and skill mastery.

## Case Studies & Analysis

Examination of industry examples and historical references builds contextual understanding and critical thinking skills.

## Portfolio Development

Ongoing portfolio curation teaches learners to present their work professionally and tell their creative story effectively.

# Assessment Philosophy & Approach



## Assessment is Continuous, Practical, and Project-Based

Our assessment methodology focuses on applied learning and creative development rather than written examinations. This approach reflects industry practice and ensures learners develop tangible, professional–level skills.

**Key Focus Areas:**

- Creative development and personal vision

- Technical understanding and execution

- Concept clarity and coherence

- Professional presentation standards

There are no written exams. Evaluation is based on demonstrated ability through practical project work and portfolio development.

# Module Project Assessment Criteria

Each module project is assessed using consistent criteria that reward both creative excellence and professional development.

### Concept Development

Clarity, originality, and relevance of ideas. Does the work demonstrate thoughtful conceptual foundation and purpose?

### Creativity & Innovation

Personal vision and creative growth. Does the learner show individual aesthetic voice and willingness to explore new approaches?

### Technical Skills

Drawing accuracy, design execution, and craft quality. Are techniques applied correctly and to professional standards?

### Application of Learning

Use of taught methods and tools. Does the work reflect understanding and integration of module content?

### Professional Presentation

Visual clarity, layout, and communication effectiveness. Is the work presented in an industry-appropriate manner?

# Portfolio Assessment Framework

The final graduation portfolio represents the culmination of learner development and is assessed on comprehensive professional criteria.

| Assessment Area | Evaluation Focus |
|---|---|
| Brand Identity | Clear creative DNA and consistency across all work. Does the portfolio communicate a coherent personal design identity? |
| Collection Development | Coherent silhouettes, concepts, and design narrative. Are collections well-developed with strong thematic unity? |
| Visual Communication | Professional layout, presentation quality, and storytelling effectiveness. Does the portfolio engage and inform viewers? |
| Digital & AI Integration | Responsible and effective use of technology tools. Are digital skills integrated meaningfully into the creative process? |
| Overall Professionalism | Industry-ready presentation and attention to detail. Would this portfolio be appropriate for professional opportunities? |

# Feedback & Continuous Evaluation

## Written Tutor Feedback

Detailed written comments for each project submission, highlighting strengths and areas for development.

## Verbal Feedback Sessions

Real-time discussion during live sessions, allowing immediate clarification and dialogue about work in progress.

## Individual Guidance

Personalised improvement plans that address each learner's unique development needs and creative goals.

## Portfolio Review

Comprehensive final evaluation ensuring work meets professional standards and demonstrates programme learning outcomes.

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This multi-layered feedback approach ensures learners receive consistent support throughout their learning journey, fostering both technical skill development and creative confidence.
Certificates are issued upon successful completion of all required projects and portfolio assessment.

# Programme Learning Outcomes

## Upon Successful Completion, Learners Will:

1. Demonstrate foundational drawing and colour theory skills applicable to fashion design

1. Develop a coherent personal brand identity and creative DNA

1. Design professional fashion collections with clear conceptual direction

1. Apply digital tools including iPad sketching and Adobe Illustrator effectively

1. Integrate artificial intelligence tools responsibly into the design process

1. Understand historical and contemporary fashion management principles

1. Present work professionally through industry-standard portfolio formats

1. Demonstrate critical thinking and self-assessment of creative work

1. Work independently and manage creative projects from concept to completion

1. Communicate design ideas visually and verbally with professional clarity

# Certification & Professional Recognition

## Certificate of Completion

**Professional Diploma in Fashion Design, Creative Identity & Technology**

Awarded to learners who successfully complete all required projects and submit a final graduation portfolio meeting professional standards.

## CPD Accreditation

**Continuing Professional Development Recognition**

This programme is designed to meet CPD standards, providing recognised professional development credentials for career advancement.

**Provider:** Anna Stella Fashion Academy – Registered CPD Provider delivering industry-relevant fashion education with integrated technology and creative identity development.

# Quality Assurance & Standards

## 01

### Curriculum Design

All modules are designed by experienced fashion professionals and align with current industry practices and CPD quality standards.

## 02

### Tutor Expertise

Instruction delivered by qualified professionals with active industry experience, ensuring contemporary relevance and practical insight.

## 03

### Assessment Consistency

Standardised rubrics and clear criteria ensure fair, transparent evaluation across all learners and module submissions.

## 04

### Learner Support

Ongoing technical and creative support available throughout the programme, with regular feedback loops and guidance.

## 05

### Continuous Improvement

Programme content and delivery methods regularly reviewed and updated based on industry developments and learner feedback.

# Contact & Programme Information

## Anna Stella Fashion Academy

**Registered CPD Provider**

We are committed to delivering exceptional fashion education that bridges creative vision with professional practice and technological innovation.

## Programme Highlights

- 228 hours of comprehensive instruction

- Blended online and in-person delivery

- Project-based assessment methodology

- Professional portfolio development

- Technology-integrated curriculum

- Industry-experienced tutors

For further information about programme enrolment, delivery schedules, or CPD accreditation documentation, please contact our admissions team.