

FASHION DESIGN & MARKETING

Fashion Design at Macademia introduces young people aged 12+ to the creative and technical world of fashion. Students explore how clothing is designed, constructed, and communicated, while developing skills in illustration, textiles, garment design, and visual storytelling.

The course is structured into six standalone modules, each running as a 6-week block (2-hour sessions). Modules can be taken in sequence or mixed with other subjects, allowing a flexible learning journey.

Through hands-on projects, students create their own fashion designs and collections, building creativity, confidence, and technical understanding. The course supports GCSE and A-Level studies while helping students develop strong portfolio work and prepare for further study or careers in fashion and design.

Introduction to Fashion

1. Fashion as design and communication
2. Fashion history and influences
3. Understanding garments
4. Fabrics and materials
5. Fashion illustration basics
6. Design concept presentation

Drawing & Visual Communication

1. Fashion figure drawing
2. Movement and proportion
3. Colour and texture
4. Pattern details
5. Developing a design
6. Visual review

Textiles & Materials

1. Natural and synthetic fabrics
2. Texture, weight and drape
3. Sustainability in fashion
4. Surface design
5. Fabric experimentation
6. Textile presentation

Garment Design

1. Designing for the body
2. Function and style
3. Pattern basics
4. Construction methods
5. Design development
6. Garment concept review

Fashion Industry & Ethics

1. How the fashion industry works
2. Fast vs slow fashion
3. Ethics and sustainability
4. Branding and identity
5. Fashion marketing
6. Industry-style pitch

Fashion Collection

1. Concept and theme
2. Research and mood boards
3. Design development
4. Final illustrations
5. Collection layout
6. Collection presentation

