



B.DES FASHION COMMUNICATION

In the ever-growing world of fashion, the Fashion Communication design programme at NIFT happens to be the single most cutting-edge, exciting, and increasingly essential pathway to open up in the fashion and lifestyle industry. The significance of brand identity has come to be seen on par with what the brand sells i.e., the product.

Numerous prêt and luxury brands keep appearing in the Indian retail scenario, and it has become essential for each one of them to develop a unique brand identity for maximum impact and visibility. Fashion Communication has made it feasible for these brands to communicate their products, identity, and strategy, by providing a platform for these very brands.



MAJORS

This programme encompasses cohesive course studies, introducing the FC graduate as a **Visual Design Strategist** capable of providing integrated solutions, in the following major pathways: **Graphic Design, Advertising Space Design, Visual Merchandising, Fashion Creatives, Fashion Photography, Fashion Journalism, Fashion Styling and Fashion Thinking, Interaction Design and New Media Design**, specific to the fashion and lifestyle industry. Graphic Design aims to prepare its graduates to have strong skills in visual design, an adeptness of visual design elements such as typography, grid systems, colour, and composition.

Space Design aims to produce professionals with the ability to innovate in the vast field of space design and equip them to an exciting job of transforming physical spaces into functional, comfortable retail experiences. Fashion Creative offers sensitisation towards the development of a visual language incorporating the sense of photography, fashion writing and styling.

Fashion Thinking explores the dimensions of a culture that stimulates fashion thinking and innovation, developing innate abilities to articulate assumptions and blind spots, value diversity, engage in conflict and collaboration.

DEEPENING SPECIALISATIONS (DS)

In addition to these majors, FC students also have an option to professionally strengthen themselves by opting between the two Deepening Specialisations, i.e., either in the area of Visual Communication or Fashion Media. Under each pathway, new areas have been incorporated to match the pace of the industry

DS 1 : Visual Communication

One of contemporary society's most beloved art form is Visual Communication. The course would stimulate every student to expand his or her cultural experience, support a full array of still and moving images with an overall goal of fostering short film-making.

DS 2 : Fashion Media

This specialisation would enable students to be a trend spotter and fashion a journalist with the ability to bring clothing to life; putting the style in a cultural context; inspiring and informing the reader and figuring out where fashion might be heading next; be a copywriter or communication manager for the fashion industry.



CAREER PATHWAYS

Fashion Communication graduates emerge as dynamic professionals qualified to offer the most effective and financially viable communication solutions for the fashion, lifestyle industry and beyond. The fast-moving digital revolution has opened up Fashion Communication design to new disciplines that require students to excel not only in traditional design skills but also explore and design human-centred concepts and system design processes linked with information technology:

- New material i.e., experimental, combinations and futuristic
- Fashion Thinking
- Modules like Omni-channel (UX), experience design, sensory design, augmented reality, virtual experience design, artificial intelligence, have been incorporated as they are the future of the fashion and other retail industry.

As new careers keep growing in the industry, there is infinite scope for the graduates of Fashion Communication to explore and expand their horizons. In the areas of branding, styling, social media marketing, photography, commercial fashion space, UI & UX design and graphics, Fashion Communication graduates are both versatile and passionate about more areas than just one. Come graduation, the students are well versed with knowledge, concept base and skill. With some of the most prolific companies regularly seeking such talented and disciplined students, Fashion Communication remains one of the most desirable design disciplines at NIFT.



● ELIGIBILITY

For B.Des in Fashion Communication

Who can apply?

Any candidate who fulfils the prescribed age and educational qualification criteria for the concerned programme can apply.

1. Qualifying Age

Maximum age should be less than 24 years as on 1st August of the year of admission. The upper age limit may be relaxed by a period of 5 (five) years for candidates of Scheduled Caste/Scheduled Tribe/ Person with Disability (PWD) categories

2. Educational qualification for Bachelor of Design (B.Des) in Fashion Communication

- Passed the Plus 2 level examination in the 10+2 pattern of examination of any recognized Central/State Board of Secondary Examination, such as Central Board of Secondary Education / State Board New Delhi, and Council for Indian School of Certificate Examination, New Delhi.

or

- A pass grade in the Senior Secondary School Examination conducted by the National Open School with a minimum of five subjects.

or

- Any Public School/Board/University Examination in India or in foreign countries recognized by the Association of Indian Universities as equivalent to 10+2 system.

or

- General Certificate Education (GCE) Examination (London/Cambridge/Sri-Lanka) at the Advanced (A) level/ International Baccalaureate (IB).