




INSTITUTE OF  
LUXURY  
FASHION  
& STYLE —

A close-up photograph of a woman's face, tilted upwards with her eyes closed. She is wearing a white, translucent hood that frames her face. A thick, braided rope is visible at the bottom of the frame. The lighting is dramatic, highlighting the contours of her face and the texture of the hood.

**1 YEAR  
INTERNATIONAL  
PROGRAMME  
FASHION  
PHOTOGRAPHY**

**1 YEAR  
INTERNATIONAL  
PROGRAMME  
FASHION PHOTOGRAPHY**

LEVEL  
**PROFESSIONAL /  
VOCATIONAL PROGRAMME**

DURATION  
**1 YEAR**

CERTIFICATION  
**FAD INTERNATIONAL  
CERTIFICATE**

ACADEMIC PROGRESSION  
**OPTIONS OF SHORT  
SPECIALIST COURSES IN  
THE UK OR ITALY**



## Course Overview

The course is executed at an international industry level, working with model agencies and industry-based hair and makeup teams who are familiar with working on fashion editorials. Students will learn how to curate their own portfolio for prospective industry clients and how to edit imagery with high attention to detail.

The training informs students on industry best practices and students learn how to engage with industry experts - fashion editors, model bookers, agents, production companies and commercial clients.



## What commercial / professional opportunities exist as a Fashion Photographer?

Fashion photographers are actively sought for commercial engagement in the following professional assignments

- Editorial Photography
- Fashion Photography
- Film and Television Photography
- Advertising / Commercial Photography
- Product and Lifestyle Photography
- Fashion Photojournalism
- Visual Storyteller
- Fashion Influencer
- Runway Photography
- E-commerce Photography



## What are the advantages of a 1 year course?

The course is highly specialist in nature and is intended for those most passionate about working in the fashion industry. It is mentored in a way that students are constantly practicing on personal projects and assignments. Work is reviewed until perfected through personal mentorship. This ensures students leave the course with a strong professional portfolio aimed to assist them in securing their first commercial assignment alongside existing photographers.



## Will the course include technical studies too?

Yes the course begins with an extensive foundation and skill development period. During this time students focus on technical studies in photography such as the camera, light, colour, composition, studio set up and digital skills. These technical subjects are covered within a fashion focused environment. This is a critical period prior to the start of the main modules.



## What are the USP's of the programme?

- Project focused learning
- International curriculum
- Engagement from industry professionals
- Masterclasses
- Live projects and internship experiences
- International learning tour (Europe & Dubai)
- Professionally developed creative journal & portfolio
- Personal brand development
- Internships & placement support



## What does the curriculum cover?

Students explore various projects across fashion, commercial and editorial photography taught by practicing photographers. Students receive opportunities to work in a professional environment with continuous support. Learning includes how to gather research, produce professional mood boards, illustrate ideas to pitch for publications, brands and emerging designer photoshoots & working to a professional brief.

At the end of the year students present their works at the FAD Emerging Talents Show and further understand the commercial aspects of the industry prior to stepping into the highly exciting and inspiring industry.





## Modules covered during the course

- Understanding the Camera
- Lighting Techniques
- Color Analysis in Photography
- Studio Practice
- Still Life & Product Photography
- Mood boards & Research
- Fashion Photography
- Editorial Photography
- Commercial Photography
- Photo-writing/ Blogging/ Photo-book
- Photo Editing
- Professional Practice & Portfolio Development
- Exhibit Showcase



## Course Eligibility & Entry Requirement

The professional programme is suitable for anyone who is keen to pursue a career in the fashion industry and learn within an intensive, international and industry focused curriculum.

Applicants should be above the age of 16 with a minimum qualification of 12th / IB / Diploma. Students with lesser qualifications may be allowed entry on the programme following an interview.

Those exploring a professional context of photography as a change in career will benefit from the holistic nature of this programme too.

# FAQs

- **Do students need to buy a camera before joining the course?**

*Students are required to buy a camera for their personal practice. We recommend that you to speak with the head of department who will guide you about which camera will meet your personal aspiration.*

- **What is the student cohort size for this programme?**

*We enroll up to 30 students on this programme, this low ratio enables students to receive high quality mentoring.*

- **How many classroom hours are scheduled each week?**

*You can expect to have between 12 - 15 hours of tutored classes each week.*

- **Can I undertake other studies along side this course?**

*We do support students who are enrolled on distance learning programs including pre-agreed time off at exams. It is the students responsibility to ensure course requirements are met within agreed timelines.*

- **How much personal work is needed per week?**

*Self learning is crucial in becoming a successful photographer. We recommend at least 1-2 hours of personal work each day above the classroom teaching time.*

- **Will the institute provide models, hair and make up artists for personal assignments and shoots?**

*No, students are taught the key skills of collaboration within the industry and are expected to source their own models and hair and make up artists either through internal students or external agencies.*

# FAQs

- **Will I learn to use any software during the course ?**  
*Yes, using appropriate tools like Adobe Photoshop are essential for editing and other activities and are taught within the.*
- **How are students evaluated in the course?**  
*There are no semester exams. Students are evaluated on assignments, projects and module theory tests where appropriate.*
- **Does FAD assist with internships and placements?**  
*Yes, we ensure students get the required assistance, subject to meeting all internal criteria of attendance and course submissions.*
- **Do students showcase or exhibit their work?**  
*All students who fulfil the requirement of assessments are given the opportunity to showcase their work at end of year exhibitions.*

**Disclaimer :** *FAD International Academy is an autonomous private institution registered in India under Pune Academy of Design & Communication Pvt Ltd. FAD International Academy delivers an industry focused international curriculum and does not honor a Govt. of India, UGC, AICTE or any other Govt. recognized qualification. FAD International Academy works closely with the industry and leading International Universities to facilitate term transfers, progression and Masters Degree Progression. FAD International reserves the rights to change, alter or modify the curriculum as deemed fit for the students and the dynamic nature of the industry. For further details, contact the Admissions Department at FAD International Academy.*

# OVERSEAS ADMISSIONS

## **Are there any opportunities to study abroad?**

Fashion Photography students can choose to gain further certification by doing short specialist courses at London College of Style, UK or at FAD Dubai, UAE. Students who are graduates may also explore Masters courses at the following universities, University for the Creative Arts, Nottingham Trent University, Middlesex University, London Kingston University, University of Westminster, University of Hertfordshire, Manchester Metropolitan University, Goldsmiths University of London, Univ. of Central Lancashire, University of Plymouth, University of Portsmouth, University of Derby, University of Brighton.

## **Minimum education requirement for overseas admissions?**

The visa requirements vary from country to country and a minimum educational qualification will be required this is generally 12th pass / IB or Diploma.

## **What is the selection criteria for overseas admissions?**

You will be required to write a statement of purpose and a portfolio as part of the process for international academic progression. Some universities and colleges may request an interview.

## **Will FAD International Academy support my application process?**

Yes, we have a dedicated overseas admissions counselor to support you through the entire journey of making the application to visa support and requisite paperwork.

# ADMISSION PROCESS

01



The admissions process is online & involves no application fees

02



Make an enquiry / speak to an admissions counselor

03



Submit your application form, available on our website: <https://www.fadacademy.com/apply-online>

04



Receive an Online Interview Form (sent through our admissions team)

05



Telephonic Interviews in some cases

06



Successful students receive a conditional offer letter

07



Secure your admission by fulfilling enrolment obligations



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