Professional Diploma in Fashion Photography

Hong Kong is a leading international fashion showcase for the apparel industry and fashion retailing. Fashion Photography plays a major role in this market. The course aims to train up versatile professionals in fashion photography, fashion styling, make-up and hair styling techniques. The course focuses on artistic, aesthetic and skills training through course project, studio and on-location practice such as fashion and product show.

On completion of the course, professionals will be able to work for a broad range of fashion and business sectors including fashion publications and journalism, branding and promotion, advertising and marketing, visual merchandising, public relations and event management.

Course Outline

1. Introduction to Fashion Photography (20 hrs)  
   - Basic concept of fashion photography  
   - Basic technique of fashion photography  
   - Workshop practice  
   Module Code DDP4023X

2. Introduction to Fashion Image (20 hrs)  
   - Introduction to image design industry  
   - Image Design Fundamentals  
   - Types of Image Designs  
   - Image design practice  
   Module Code DDP4022X

3. Intermediate Fashion Photography (30 hrs)  
   - Basic to advanced technique of fashion photography  
   - Advanced technique of fashion photography  
   - Workshop practice  
   Module Code DDP4021X

4. Introduction to Fashion Styling (26 hrs)  
   - Fashion Styling fundamentals  
   - Fashion Design Techniques  
   - Fashion Concept Development  
   - Styling Realisation  
   - Case studies and analysis  
   Module Code DDP4024X

5. Professional Fashion Photography (32 hrs)  
   - Advanced to professional technique of fashion photography  
   - Professional technique of fashion photography  
   - Workshop practice  
   Module Code DDP4031X

6. Fashion Image and Styling (32 hrs)  
   - Appreciation of the reputable image designers’ works and analyse their themes and features  
   - Fashion Make-up  
   - Fashion Hair Styling  
   - Styling & Art Direction  
   - Editorial Writing  
   - Realisation & Evaluation  
   Module Code DDP4015X
7. **Make-up Techniques (26 hrs)**  
   - Professional Studies  
   - Technical Studies  
   - Research Studies  

8. **Hair Styling Techniques (26 hrs)**  
   - Professional Studies  
   - Technical Studies  
   - Research Studies  

   - Generation of fashion photography concepts  
   - Fashion photography and development  
   - Fashion photography and presentation  

Duration: 240 hrs  
Tuition: $32,550 (payment in full or by single module is available)  
Payment, Timetable & Venue: see TIMETABLE & TUITION in [www.hkdi.edu.hk/peec](http://www.hkdi.edu.hk/peec)

**Minimum Entry Requirements**  
5 HKCEE passes including English Language and Chinese Language (Level 2 or above), or at least two years relevant work experience for mature applicant aged 23 or above.

**Enquiry**  
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