

CERTIFICATE IN FASHION IMAGE AND STYLING

時裝形象及造型證書

Intake 1

(DE424319Q / 90 hours) **Vplus**

In collaboration with

AHMA
ASIA HAIR MASTERS ASSOCIATION
>PROJECT REGROUP

HKDI
HONG KONG
DESIGN
INSTITUTE
香港知專
設計學院

Member of VTC Group
VTC 機構成員

Enhance
your Styling Skills for your
Beauty Career

Hong Kong Design Institute (HKDI)
3 King Ling Road,
Tseung Kwan O, NT, HK
(Tiu Keng Leng MTR Station Exit A2)

Enquiry: 3923 2777
peec.hkdi@vtc.edu.hk
www.hkdi.edu.hk/peec
www.facebook.com/HKDIPEEC

PEEC website



PROGRAMME STRENGTHS

- // An intensive professional programme nurturing learners' knowledge and skills in total image design
- // Taught by professional practitioners
- // Professional models will be arranged for the learners to shoot for their portfolios
- // At Qualifications Framework (QF) Level 4, widely recognized by HKSAR government and employers
- // Eligible for **Vplus Creative Industries** subsidy, 60% of the tuition fee paid can be reimbursed

COURSE CONTENT

1. Fashion Styling

- Key fashion silhouettes and body figure
- Iconic fashion styles
- Where are the inspirations from?

2. Fashion Make-up

- Introduction of different face features
- Editorial Make-up techniques
- Techniques for commercial application of day, evening and special occasion make-up

3. Fashion Hair Styling

- Aesthetic awareness within development of hairstyle
- Apply different tools and techniques for different styling.
- Realize interaction of 3 dimension, layers and colours in aesthetic and commercial criteria

4. Styling & Art Direction

- Stage performance
- Advertising and promotion
- Editorial
- Catalogue
- Theme setting for image creation

5. Realisation & Evaluation

- Total Look Imagery
- Presentation skills

INTAKE 1

Day 1 & 2 : 2020 Nov 2, 3 (Mon, Tue)
Time : 9:30am–12:30pm & 1:30pm – 6:30pm
Day 3 : 2020 Nov 16 (Mon)
Time : 1:30pm - 6:30pm

Full Fee : \$8,400

Early Discount (10% off): \$7,560 (deadline: 2020 Sep 30, Wed)

After Vplus reimbursement: \$3,024 (saved \$4,536)

PROFESSIONAL TRAINERS

Marco CHAN

Marco serves as Session Style Director and Editorial, Artistic Ambassador for major global hair brands. He has been directing the hair styling team working alongside other great session hairstylists, with the world's best photographers and models during international fashion weeks of London, Milan, Paris, etc. His clients include Gwyneth Paltrow, Uma Thurman, Kylie Minogue, Kate Moss, Keira Knightly, etc. He has also been appointed as the leading hairstylist for "amfAR Gala", "Victoria's Secret Fashion Show" and "America's Next Top Model", becoming the first ever Asian hairdresser to appear in the series.



Cassidy DUNG

Serving for more than 30 years in the fashion industry, Cassidy has worked with numerous prestigious fashion brands both locally and in the overseas. With his extensive expertise on Fashion design, image styling to marketing and promotion, he continues his career path to education, aiming to nurture the new blood in Hong Kong.



Carolyn SO

Passionate and deeply involved in different kind of creativities, makeup and hairstyling image design. She has over 10 years of experience in all aspects of beauty make-up as MUA in fashion advertising, editorial, runway, commercial and film in Hong Kong, including makeovers for celebrities e.g. Grace Chan, Gloria Tang, Akina Fong, Tony Hung and Antony Wong etc. Also has many years of experience in TVB for actors makeup and special effects makeup. She's now a mentor and teacher in HKDI selflessly endeavoring in teaching and passing on skills in fashion image, design and makeup.



Certificate in Fashion Image and Styling is recognized under the Qualifications Framework (QF):

QF Level: 4

QR Registration No.: 20/000478/L4

Validity Period: 15/07/2020 To 31/08/2021