

# FASHION COMMUNICATION AS A CAREER

When we hear the term 'Fashion' or 'Fashion Communication', many of us still think of models or something related to the business of designing and producing a garment. However, it is important to know that the term also includes two other major aspects related to fashion. They are:

1. Communicating fashion
2. Communicating through fashion.

It includes creating and facilitating communication for the fashion industry; verbal, written, visual or audiovisual. It is a specialized domain of fashion studies that helps students in learning communication knowledge and skills relevant to the fashion and lifestyle industry.

## Scope In Fashion Communication

The Fashion industry is opening many exciting doors for internships and jobs for people with the right skill set and knowledge. Fashion is something that keeps evolving and gaining more popularity with time and it seems like offering a promising future. This is a creative space where you can experiment with your ideas and take a few risks. It is an unconventional space that is ever-growing and transforming.

**QUALIFICATION :-12<sup>TH</sup> with any stream and entrance exam**

## Top Fashion Communication Entrance Exams

Fashion communication students may be selected based on the marks obtained in the following entrance examinations:

<b><u>NIFT</u></b>	<b><u>UCEED</u></b>
<b><u>CEED</u></b>	<b><u>NID DAT</u></b>
<b><u>AIEED</u></b>	<b><u>FDDI AIST</u></b>
<b><u>SEED</u></b>	<b><u>AIFD WAT</u></b>

## Undergraduate Courses

<b>\BA (Hons) Fashion Communication</b>	<b>BA (Hons) Fashion Design and Technology – Menswear</b>	<b>BA (Hons) Fashion Design and Technology – Sportswear</b>
<b>Bachelor of Creative Industries</b>	Bachelor of Creative Industries/Bachelor of Human Services	BA (Hons) Contour Fashion (Comm)
<b>Bachelor of Design – International (Interaction Design)</b>	BA(Hons) Creative and Cultural Industries: Fashion Promotion and Communications	BA (Hons) in Fashion Comm. and Promotion
<b>BA (Hons) Fashion Comm. and Styling</b>	BA (Hons) Graphic and Digital Design	BA (Hons) Fashion Comm.: Fashion Journalism
<b>Bachelor of Fashion (Merchandise Management)</b>	Fashion Marketing with Management (BA)	BA (Hons) Fashion Design and Development

## INSTITUTES

- National Institute of Fashion Technology, Mumbai
- National Institute of Fashion Technology, Delhi
- National Institute of Fashion Technology, Bangalore
- National Institute of Fashion Technology, Chennai
- Pearl Academy
- Symbiosis Institute of Design