

PROSPECTUS

20  
25

CERTIFICATE · DIPLOMA · BACHELOR

THE FASHION INSTITUTE

**AUSTRALIA'S LEADING  
FASHION COLLEGE  
FOR HIGHER EDUCATION**

# WELCOME

**NOT JUST A FASHION COLLEGE, A PLACE TO MEET YOUR PEOPLE, A CAMPUS WHERE YOU WILL BE INSPIRED, A COMMUNITY OF INDUSTRY CONNECTIONS, FAST-TRACKED FASHION DEGREES, INDUSTRY LED TRAINING, TEACHERS THAT BECOME MENTORS, A SPACE TO EXPRESS YOURSELF.**

**WEAR WHAT YOU WANT, BE WHO YOU WANT,  
CREATE YOUR FUTURE.**

The Fashion Institute is part of the Institute of Creative Arts + Technology, offering undergraduate programs in Fashion Business, Digital Design, Social Media Marketing, and Fashion Communications.

We are at the forefront of providing current and relevant education, taught by industry leaders in a dynamic and engaging environment; paired with exclusive internship and event opportunities, international industry exposure, guest speakers sessions and masterclasses with some of the industry's top professionals.

The Fashion Institute operates an all-inclusive community, where individuals are encouraged to be their true authentic selves and students are truly supported to achieve their career goals.







# FASHION BUSINESS



# ELEVATE YOUR FUTURE IN FASHION BUSINESS

Our Business programs are designed to equip you with the essential skills needed to excel in the fast-paced and ever-evolving fashion industry. Whether you're interested in marketing, enterprise and innovation, finance, or management, our programs offer a comprehensive education that prepares you to lead and succeed.

## UNDERGRADUATE CERTIFICATE OF BUSINESS [3 MONTHS]

This foundational program provides a strong introduction to the world of business, offering essential insights and practical knowledge. It's the perfect starting point for those looking to gain a foothold in the industry or as a stepping stone towards further study.

ONE TRIMESTER				
	UNIT 1	UNIT 2	UNIT 3	UNIT 4
T1	<b>Core</b> Research + Insight	<b>Core</b> Foundations of Marketing	<b>Core</b> Management Fundamentals	<b>Core</b> People + Culture

## DIPLOMA OF BUSINESS MANAGEMENT [6 MONTHS]

Our Diploma offers an in-depth exploration of business principles, tailored specifically for the fashion industry. With a focus on real-world application, this program builds on the foundational knowledge, enhancing your expertise in areas such as consumer psychology, finance, and business communications.

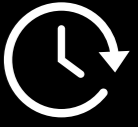
TWO TRIMESTERS				
	UNIT 1	UNIT 2	UNIT 3	UNIT 4
T1	<b>Core</b> Research + Insight	<b>Core</b> Foundations of Marketing	<b>Core</b> Management Fundamentals	<b>Core</b> People + Culture
T2	<b>Core</b> Intro to Consumer Psychology	<b>Core</b> Intro to Business Accounting	<b>Core</b> Business Information Systems	<b>Core</b> Intro to Business Communications



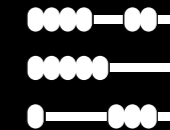
# FASHION BUSINESS



**INTAKES**  
FEBRUARY  
JUNE  
SEPTEMBER



**DURATION**  
Cert: 3 Months  
Diploma: 6 Months  
Bachelor: 2 Years  
[2 days per week]



**NO. OF UNITS**  
Cert: 4 Units  
Diploma: 8 Units  
Bachelor: 24 Units



**STUDY MODE**  
On Campus  
or Online



**FEEES**  
\$2500 Per Unit



**FEE HELP**  
100% Funded



**INTERNSHIP**  
180 Hours  
[Bachelor]



**INDUSTRY EXPERIENCE**  
Unlimited



**BOOK APPOINTMENT**



**ENROL NOW**

# BACHELOR OF BUSINESS [FASHION]

2 YEARS FAST - TRACKED

Our innovative, fast-tracked Bachelor program blends the depth of a traditional Business degree with an industry-focused approach, specifically designed for the fashion world. Over two years, you'll gain advanced skills in enterprise, marketing, management and leadership, all while staying ahead of industry trends. Graduate with the confidence and knowledge to make your mark in the fashion industry.

## CAREER PATHWAYS

- + Brand Manager
- + Fashion Buyer
- + E-commerce Manager
- + Marketing Manager
- + Merchandiser Planner
- + Operations Manager
- + Production Manager
- + Sales Manager

### YEAR 1

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
<b>T1</b>	<b>Core</b> Research + Insight	<b>Core</b> Foundations of Marketing	<b>Core</b> Management Fundamentals	<b>Core</b> People + Culture
<b>T2</b>	<b>Core</b> Intro to Consumer Psychology	<b>Core</b> Intro to Business Accounting	<b>Core</b> Business Information Systems	<b>Core</b> Intro to Business Communications
<b>T3</b>	<b>Industry</b> Industry Practice 1	<b>Core</b> Enterprise + Innovation	<b>Core</b> Digital Business Communications	<b>Specialisation</b> Fashion Culture + Society

### YEAR 2

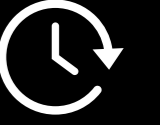
	UNIT 1	UNIT 2	UNIT 3	UNIT 4
<b>T1</b>	<b>Core</b> Project Management	<b>Core</b> Economics for Business	<b>Core</b> Business Metrics	<b>Specialisation</b> Fashion Planning + Buying
<b>T2</b>	<b>Core</b> Ethics + Decision Making	<b>Core</b> Leadership + Change Management	<b>Core</b> Strategic Management	<b>Specialisation</b> Fashion Retail + E-commerce
<b>T3</b>	<b>Industry</b> Industry Practice 2	<b>Core</b> Business Sustainability + Innovation	<b>Core</b> Business Law + Compliance	<b>Core</b> Luxury Brand Management



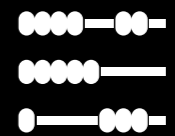
FASHION BUSINESS



**INTAKES**  
FEBRUARY  
JUNE  
SEPTEMBER



**DURATION**  
Cert: 3 Months  
Diploma: 6 Months  
Bachelor: 2 Years  
[2 days per week]



**NO. OF UNITS**  
Cert: 4 Units  
Diploma: 8 Units  
Bachelor: 24 Units



**STUDY MODE**  
On Campus  
or Online



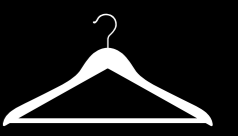
**FEES**  
\$2500 Per Unit



**FEE HELP**  
100% Funded



**INTERNSHIP**  
180 Hours  
[Bachelor]



**INDUSTRY EXPERIENCE**  
Unlimited



**BOOK APPOINTMENT**



**ENROL NOW**



A man with curly hair and a goatee, wearing a light blue denim jacket and matching jeans, stands in a bright room with a large window on the left. He is holding a black bag with both hands. The text "DIGITAL DESIGN" is overlaid in the center of the image.

**DIGITAL DESIGN**

# MASTER THE ART OF DIGITAL INNOVATION IN FASHION

Our innovative, fast-tracked Bachelor of Digital Design provides a comprehensive education that seamlessly blends creative artistry with technical expertise, all through an industry-focused lens to help you excel in the rapidly evolving digital fashion landscape. From mastering digital illustration to creating compelling visual storytelling, this course keeps you at the forefront of fashion's digital transformation. Whether you're passionate about digital fashion campaigns, product visualisation, or trend-driven design thinking, this degree prepares you for roles in fashion product ideation, digital content creation, and brand experience.

For added flexibility, students who decide to exit early can earn a Diploma of Digital Design after completing the first 8 units, giving you a solid foundation to pursue a range of opportunities in the digital fashion world.

## CAREER PATHWAYS

- + Art Director
- + Creative Director
- + Digital Marketer
- + Graphic Designer
- + Illustrator
- + Video Producer
- + Visual Designer
- + Web Designer

## DIPLOMA OF DIGITAL DESIGN

[6 MONTHS | ON-CAMPUS ONLY]

The Diploma of Digital Design offers an immersive introduction to the world of digital creativity, providing foundational skills in areas like digital media, UX design, typography, and visual production. Through the first 8 units, you'll develop a strong understanding of design fundamentals, preparing you for further study or entry-level roles in the design industry. This qualification empowers you with practical tools and knowledge to explore digital storytelling, creative processes, and design thinking, giving you a solid foundation to thrive in a range of digital design careers.

### TWO TRIMESTERS

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
<b>T1</b>	<b>Core</b> Intro to Consumer Psychology	<b>Core</b> Intro to Digital Media	<b>Core</b> Design Fundamentals	<b>Core</b> Intro to Creative Process
<b>T2</b>	<b>Core</b> Intro to Digital Design	<b>Core</b> Intro to Digital Photography + Video Production	<b>Core</b> Typography	<b>Core</b> Intro to UX Design



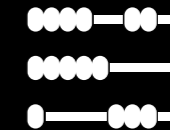
# FASHION DIGITAL DESIGN



**INTAKES**  
FEBRUARY  
JUNE  
SEPTEMBER



**DURATION**  
Diploma: 6 Months  
Bachelor: 2 Years  
[2 days per week]



**NO. OF UNITS**  
Cert: 4 Units  
Diploma: 8 Units  
Bachelor: 24 Units



**STUDY MODE**  
On Campus



**FEES**  
\$2500 Per Unit



**FEE HELP**  
100% Funded



**INTERNSHIP**  
180 Hours  
[Bachelor]



**INDUSTRY EXPERIENCE**  
Unlimited



**BOOK APPOINTMENT**



**ENROL NOW**



# BACHELOR OF DIGITAL DESIGN

2 YEARS FAST - TRACKED | ON-CAMPUS

Over the two years, you will dive deep into areas such as digital media, UX design, motion graphics and advanced multimedia production, all tailored to meet the unique demands of product ideation, branding and design innovation. From mastering digital illustration to creating compelling visual storytelling, this course keeps you at the forefront of fashion's digital transformation.

YEAR 1				
	UNIT 1	UNIT 2	UNIT 3	UNIT 4
T1	<b>Core</b> Intro to Consumer Psychology	<b>Core</b> Intro to Digital Media	<b>Core</b> Design Fundamentals	<b>Core</b> Intro to Creative Process
T2	<b>Core</b> Intro to Digital Design	<b>Core</b> Intro to Digital Photography + Video Production	<b>Core</b> Typography	<b>Core</b> Intro to UX Design
T3	<b>Industry</b> Industry Practice 1	<b>Core</b> Digital Illustration	<b>Core</b> Design Thinking + Innovation	<b>Elective</b> Fashion Culture + Society

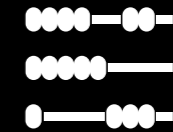
YEAR 2				
	UNIT 1	UNIT 2	UNIT 3	UNIT 4
T1	<b>Core</b> Intro to Motion Graphics + Animation	<b>Core</b> Brand Experience	<b>Core</b> Visual Storytelling	<b>Core</b> Interactive Web Design
T2	<b>Core</b> Advanced Digital Design	<b>Core</b> Advanced Video + Multimedia Production	<b>Elective</b> Fashion Styling + Creative Direction	<b>Core</b> Design for Change
T3	<b>Industry</b> Industry Practice 2	<b>Core</b> Emerging Technology + Future Design	<b>Core</b> Major Project	<b>Core</b> Advanced Motion Graphics + Animation



**INTAKES**  
FEBRUARY  
JUNE  
SEPTEMBER



**DURATION**  
Diploma: 6 Months  
Bachelor: 2 Years  
[2 days per week]



**NO. OF UNITS**  
Cert: 4 Units  
Diploma: 8 Units  
Bachelor: 24 Units



**STUDY MODE**  
On Campus



**FEES**  
\$2500 Per Unit



**FEE HELP**  
100% Funded



**INTERNSHIP**  
180 Hours  
[Bachelor]



**INDUSTRY EXPERIENCE**  
Unlimited



**BOOK APPOINTMENT**



**ENROL NOW**

# FASHION DIGITAL DESIGN





# COMMS + MEDIA



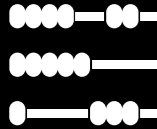
# COMMS + MEDIA



**INTAKES**  
FEBRUARY  
JUNE  
SEPTEMBER



**DURATION**  
Bachelor: 2 Years  
[2 days per week]



**NO. OF UNITS**  
Bach 24 Units



**STUDY MODE**  
On Campus  
or Online



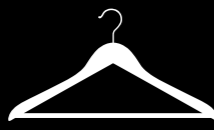
**FEES**  
\$2500 Per Unit



**FEE HELP**  
100% Funded



**INTERNSHIP**  
180 Hours  
[Bachelor]



**INDUSTRY EXPERIENCE**  
Unlimited



**BOOK APPOINTMENT**



**ENROL NOW**

COURSE STRUCTURE

COMMUNICATIONS + MEDIA

## BACHELOR OF COMMUNICATIONS + MEDIA

2 YEARS FAST - TRACKED

Immerse yourself in the dynamic world of fashion communications through our fast-tracked Bachelor of Communications and Media program. This degree combines the art of storytelling with the power of strategic communication, all tailored to the unique demands of the fashion industry. Over two years, you'll explore the intersection of fashion, media, and culture, gaining the skills to craft compelling narratives and innovative campaigns that resonate with global audiences.

### CAREER PATHWAYS

- + Brand Strategist
- + Communications Specialist
- + Digital Marketing Manager
- + Content Creator
- + Marketing Manager
- + Media Relations Manager
- + Public Relations Manager
- + Social Media Manager

#### YEAR 1

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
<b>T1</b>	<b>Core</b> Intro to Communications + Media	<b>Core</b> Intro to Creative Process	<b>Core</b> Foundations of Marketing	<b>Elective 100</b> Fashion Culture + Society
<b>T2</b>	<b>Core</b> Intro to Public Relations	<b>Core</b> Intro to Consumer Psychology	<b>Core</b> Content Creation	<b>Elective 100</b> Styling + Creative Direction
<b>T3</b>	<b>Core</b> Copywriting + Media Communications	<b>Core</b> Media Landscape	<b>Core</b> Media Ethics	<b>Industry</b> Industry Practice 1

#### YEAR 2

	UNIT 1	UNIT 2	UNIT 3	UNIT 4
<b>T1</b>	<b>Core</b> Data + Analytics	<b>Core</b> Brand Experience	<b>Core</b> The Marketing Plan	<b>Elective 200</b> Fashion Planning + Buying
<b>T2</b>	<b>Core</b> Multiplatform Writing	<b>Core</b> Social + Digital Media Strategy	<b>Elective 200</b> Event Management	<b>Elective 300</b> Content Strategy
<b>T3</b>	<b>Core</b> Industry Practice/ Experience 2	<b>Core</b> Strategic Media Planning	<b>Core</b> Major Project	<b>Elective 300</b> Fashion + Lifestyle Writing





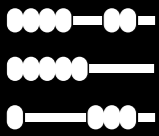
# DIGITAL + SOCIAL



**INTAKES**  
FEBRUARY  
JUNE  
SEPTEMBER



**DURATION**  
Diploma: 18 Months  
[Self-paced]



**NO. OF UNITS**  
Dip 8 Units



**STUDY MODE**  
Online



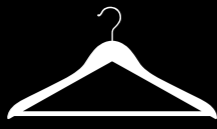
**FEES**  
\$1250 Per Unit



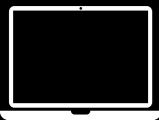
**FEE HELP**  
100% Funded



**INTERNSHIP**  
N/A



**INDUSTRY EXPERIENCE**  
Unlimited



**BOOK APPOINTMENT**



**ENROL NOW**

## DIPLOMA OF DIGITAL + SOCIAL MEDIA MARKETING

SELF PACED | 18 MONTHS

Take control of your studies with our Online Self-Paced Diploma of Digital and Social Media Marketing. This flexible program is designed for individuals who want to master the art of digital and social media marketing on their own schedule and at their own pace.

Whether you're looking to enhance your existing skills or break into the industry, this diploma provides comprehensive training in the latest digital strategies, tools, and platforms. From marketing, content creation to written communications and digital strategy, you'll gain the expertise needed to develop and execute successful digital marketing campaigns.

### FOUR TRIMESTERS

	UNIT 1	UNIT 2
T1	<b>Core</b> Intro to Digital + Social Media Marketing	<b>Core</b> Foundations of Marketing
	UNIT 3	UNIT 4
T2	<b>Core</b> Intro to Digital Design	<b>Core</b> Intro to Creative Process
	UNIT 5	UNIT 6
T3	<b>Core</b> Intro to Written Communications	<b>Core</b> Intro to Digital Strategy
	UNIT 7	UNIT 8
T4	<b>Core</b> Content Creation	<b>Elective</b> Digital Photography

4

TRIMESTERS





EXTRA-CURRICULAR

# INDUSTRY

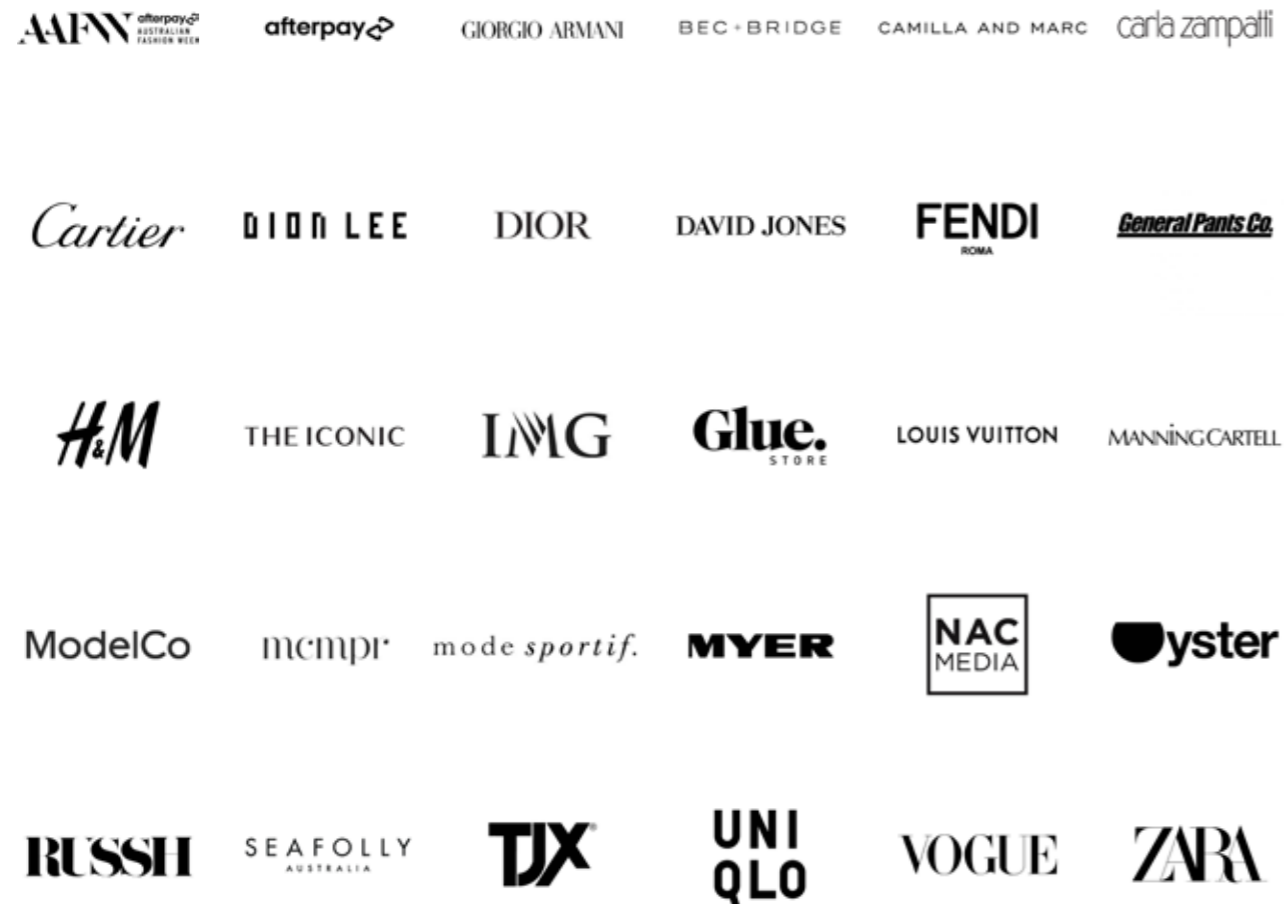
EXPERIENCE



# INDUSTRY PARTNERS

The Fashion Institute places students into internships with over 600 of Australia's premier fashion labels, companies, magazines and media.

## SOME OF OUR INDUSTRY PARTNERS INCLUDE:





# INTERNSHIP EXPERIENCE

Through our Workplace Training Program, The Fashion Institute provides a pathway for students to gain hands on experience within the industry. This program paves the way for students to develop invaluable skills, which will open the doors to a fulfilling career in fashion.

All students of The Fashion Institute become part of our exclusive workplace training program and our dedicated Careers Team tailor each experience to suit individual aspirations and career goals. This close collaboration ensures placements that are relevant to each student's unique interests and talents.

We offer opportunities Australia wide and students are able to use their logged hours of Industry Experience as credit towards their studies.

The Fashion Institute has a reputation for consistently providing our internship partners with high caliber candidates and providing our student's tailored work placement opportunities.

## INDUSTRY CONNECTION

In addition, The Fashion Institute provides students access to our internship and job opportunities database through our careers log-in page and extends invitations to regular Industry Guest Speaker sessions, Excursions and Networking Events each trimester.





# EVENT EXPERIENCE

All students have access to unlimited event experience and volunteering opportunities throughout the year, from designers' warehouse sales to industry black tie events, and on-set collection shoots.

Volunteering is a great way for you to build your industry experience and network with like-minded professionals.

## **FASHION WEEK**

Each year TFI students are encouraged to volunteer at Australia's main fashion weeks including Sydney, Melbourne and Brisbane.

These experiences provide students the opportunity to gain hands-on industry experience by assisting on the shows of loved & celebrated Australian designers and labels.

## **INTERNATIONAL WORKPLACE TRAINING PROGRAM**

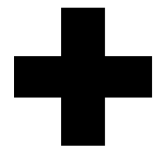
Over the past eight years, The Fashion Institute has curated extraordinary experiences for students through our annual New York Fashion Week program. Excitingly, in 2023, we expanded our horizons by introducing London Fashion Week to our renowned International Program.

This initiative provides students with a unique chance to actively participate in some of the world's premier international fashion shows and engage in valuable internships with esteemed designers. This exposure immerses them in the dynamic and ever-evolving international fashion landscape.



**APPLY**





# HOW TO APPLY

## 01

### STEP 1 - INTERVIEW

Attend a campus tour, phone appointment or Open Day.

Book here:  
[www.thefashioninstitute.com.au/book-online](http://www.thefashioninstitute.com.au/book-online)

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## 02

### STEP 2 - APPLY

Complete the application form:  
[www.thefashioninstitute.com.au/apply](http://www.thefashioninstitute.com.au/apply)

From here our admissions team will be in touch within 3-5 business days.

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## 03

### STEP 3 - LETTER OF OFFER

Successful students will receive a Letter of Offer and a Student Acceptance Agreement which outlines the contractual arrangements and confirms the course of enrolment, duration; campus location; course-related fees and policies.

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## 04

### STEP 4 - ACCEPTANCE

Formally accept your offered place by completing, signing and returning the Agreement Acceptance Declaration in the Letter of Offer and finalise your funding.

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## 05

### STEP 5 - ORIENTATION

All students will be required to attend an Orientation the week before classes commence. Invitations will be sent out as part of your Welcome Pack.

# THE FASHION INSTITUTE

## GET IN TOUCH

 (02) 9698 9919

 [hello@thefashioninstitute.com.au](mailto:hello@thefashioninstitute.com.au)

 [www.thefashioninstitute.com.au](http://www.thefashioninstitute.com.au)

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Chippendale  
NSW 2008

## INSTITUTE OF CREATIVE ARTS + TECHNOLOGY

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### COMPLIANCE:

The Education Services for Overseas Students (ESOS) Act 2000 sets out the legal framework governing the delivery of education to overseas students studying in Australia on a student visa. ICAT, in providing education services to overseas students, complies with the ESOS Framework and the National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code). A description of the ESOS Framework can be found at: [education.gov.au/esos-framework](http://education.gov.au/esos-framework)

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