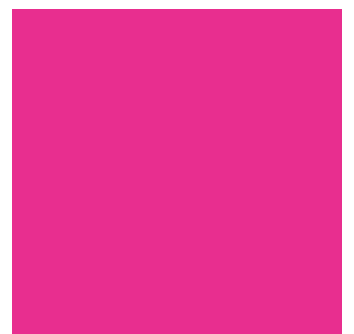


FASHION APPRECIATION

School of Arts
Oxford Brookes University





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ARTS AT OXFORD BROOKES



Welcome to Oxford and more specifically the School of Arts at Oxford Brookes University. 🗨️ My Colleagues and I are delighted you have chosen to study with us in our thriving school.

We are very lucky to be situated in a wonderfully historic and beautiful city and we hope the mix of study and recreation in Oxford will be inspirational. It is our aim to encourage a vibrant, motivating learning environment and to provide the very best student experience.

Our Fashion tutors are approachable and experienced and each has their own area of professional practice. Their expertise and professional skills feed into their teaching on a daily basis.

We hope you feel you would like to be a part of the School of Arts at Oxford Brookes University and we look forward to being part of your creative learning experience.

Alison Honour
Head of School of Arts



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WELCOME TO OXFORD

Located in the heart of England, Oxford is a beautiful city rich in history. Its legacy as one of Britain's leading centres in education is world renowned.

With an International reputation for teaching excellence and being one of the UK's leading modern universities, Oxford Brookes University is ideally located in the city.


With so many things to see and do in Oxford, whilst you are not at university you won't be short of places to explore. You could take a walking tour around the world famous Oxford University or perhaps a boat trip down the River Isis. Maybe you would prefer to take an open top bus tour or book your own personal tour guide to take you to places you never dreamed existed. Oxford is a city of hidden treasures.



OXFORD: A THRIVING CITY



Oxford offers a  fantastic cultural experience. You will get a feel for our magnificent English heritage living in this historic city.

Oxford is big enough to offer  something for everyone, yet small enough to feel welcoming and accessible.

The city's many museums and galleries, like the Ashmolean Museum and Modern Art Oxford, are world renowned.



The city is full of restaurants and cafes so you will find plenty of places to eat and relax. As well as a wide range of independent shops and international chain stores.

You will find great nightlife with plenty of bars and nightclubs on offer.



You can enjoy the natural beauty of the surrounding countryside in the Cotswolds, an area of small towns and villages considered to be “typically English”.

And why not try one of Oxford’s most popular traditions, punting down the river Cherwell and having a picnic in one of the beautiful University Parks.

ON CAMPUS

Coming to Oxford Brookes University to study fashion appreciation will not only give you the knowledge of what is happening in contemporary fashion but you will experience University life whilst also improving your language skills.

You will be taught on our main campus and this year we open our brand new learning and teaching building which houses our fabulous new art gallery. To open our new art gallery will be a retrospective of Jay Osgerby, one of our alumni from the foundation art and design course. His most recent work being the design of the London 2012 Olympic Torch!

Not only that but we have been asked to host this year's Oxford Fashion Week in November 2012. Using the new art gallery as a fabulous back drop and also getting our students involved in exhibiting their work and working backstage, we are all really excited about Oxford Fashion Week coming to Oxford Brookes University.





artists impression of the new learning space on Headington Campus

YOUR STAY AT BROOKES

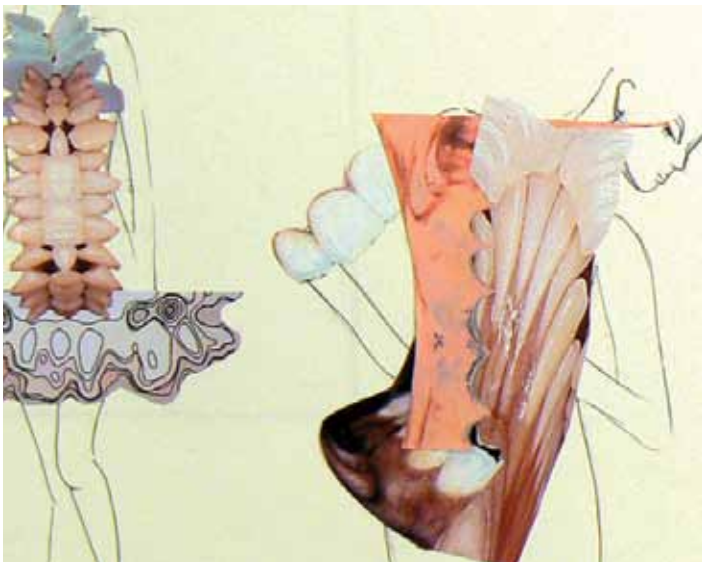


Whilst you are staying with us at Oxford Brookes you will be living in one of our halls of residence. At this stage it is too early to say which one. However, it will be close to the university and will be of a very good standard. We have invested significant sums to make sure our student accommodation is of a very high standard and kept up to date. In September 2012 we open two new accommodation centres for example.

To support you and take care of your needs whilst you are staying with us, we have one of our Chinese Society members who will only be a phone call away should you need anything. This member of our team will be happy to advise you on where to find the local shop, bus routes, places to visit and things to see as well as direct you to the nearest medic or dentist should you need them during your stay.







FASHION APPRECIATION

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The background of the page features a fashion illustration of two models walking on a red carpet. The model on the left is wearing a red, voluminous, long-sleeved jacket over a black, form-fitting dress. The model on the right is wearing a black, open-front jacket over a red, form-fitting dress. The background is a textured, greyish-brown wall with two small, square, light-colored panels. The red carpet is a vibrant red color.

THE COURSE IN DETAIL

Our aim on the course is to develop your awareness of contemporary fashion within the British Fashion Industry. We will also show you how shape, silhouette, colour and styling can be interpreted for individuals. Finally integrated into the course will be English lessons to help you improve your verbal language skills.

Throughout the course you will engage in a variety of activities to build your skills and knowledge in contemporary fashion. These may be through lectures and visiting designers, Museum visits, practical sessions working with garments and colour, accessories, styling sessions and shopping. Finally we will work as a team on a photo shoot to produce images for the front cover of a magazine. Your images will be printed and presented to you in your own portfolio.



INTENSIVE ENGLISH



The Intensive English course develops confidence in using English when living or working in an English-speaking environment.

The course includes:

- Listening and speaking
- Grammar
- Vocabulary
- Pronunciation

You will study English one day a week on our University Campus with our specialist English lecturers. You will then develop your skills throughout the week as all other lessons will be taught in English. You will be encouraged to speak to each other and the course tutor in English and hopefully by the end of the course your language skills will have improved greatly.



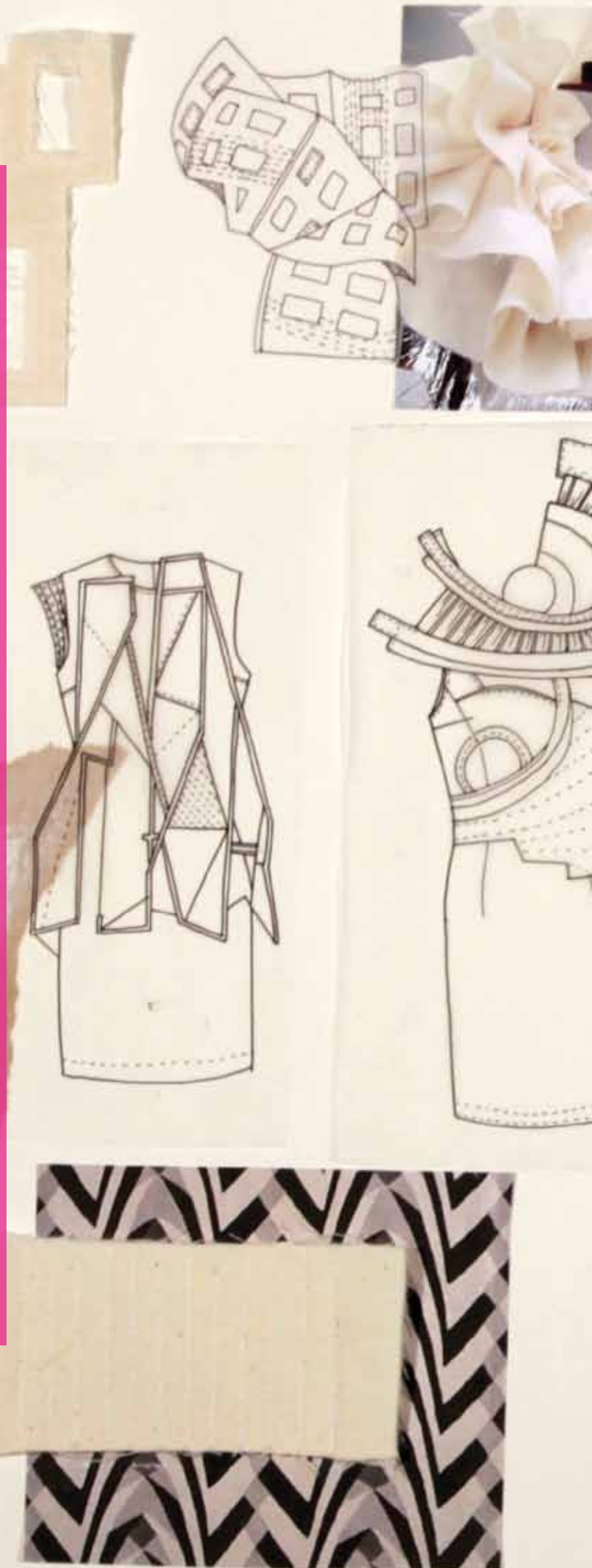
CONTEMPORARY FASHION

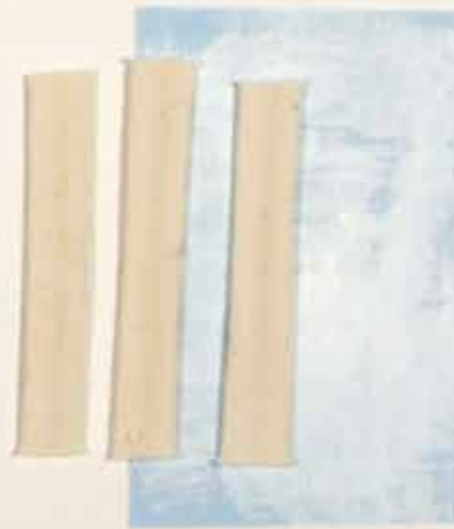
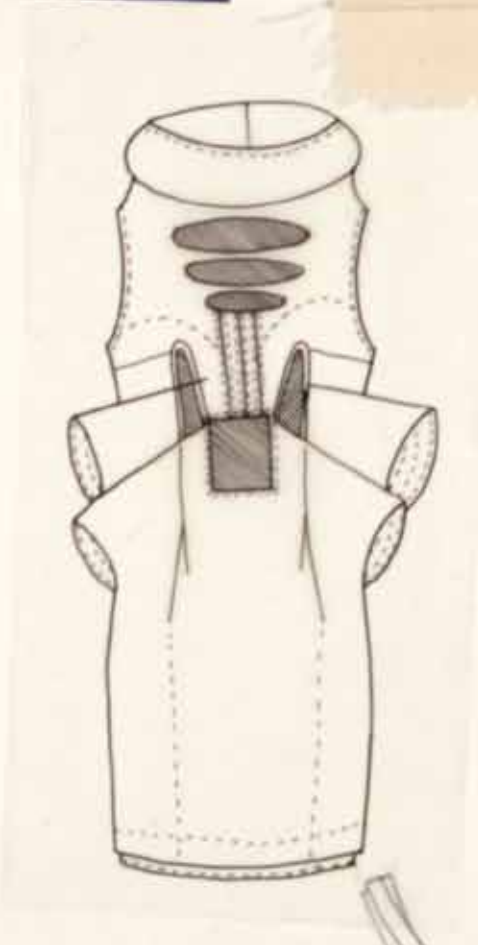
Sources of Inspiration

Research and inspiration are the foundations for any designer to build their fashion collection. The best designers in the world will always have a story behind their collection, one of the most innovative of his time was Alexander McQueen for example. His Autumn-Winter 2008-09 was inspired by British Colonialism and his trip to India. It was his most inspired collection of all time.

It is important to understand where ideas come from and on the course you will be given an opportunity to appreciate where contemporary ideas originate and how many designers are influenced within their work.

You will be lead through lectures and studio sessions to develop your understanding of these concepts.







PRADA



MISSONI



DOLEE+GABANNA



MAQUIER. FOR LA FERRE



COLOUR

Colour is such an important part of fashion design. Each season, autumn-winter or spring-summer, designers present their new collections and the fashion world wait with anticipation to see what colours the designers have used. Choosing a colour palette is the first step in designing a collection of garments. We look at how colour works within a designer's collection.

Knowing which colours suit you out of the many available in the shops can be very confusing. Your skin tone and hair colour will determine this. We will identify a range of colours that compliment you so that when you do buy some new clothes they will be the right colour.

Once we have given you this information we will then put it into practice by going shopping to put the theory to the test.

WHAT RATIE DID



NO / THREE FLOOF



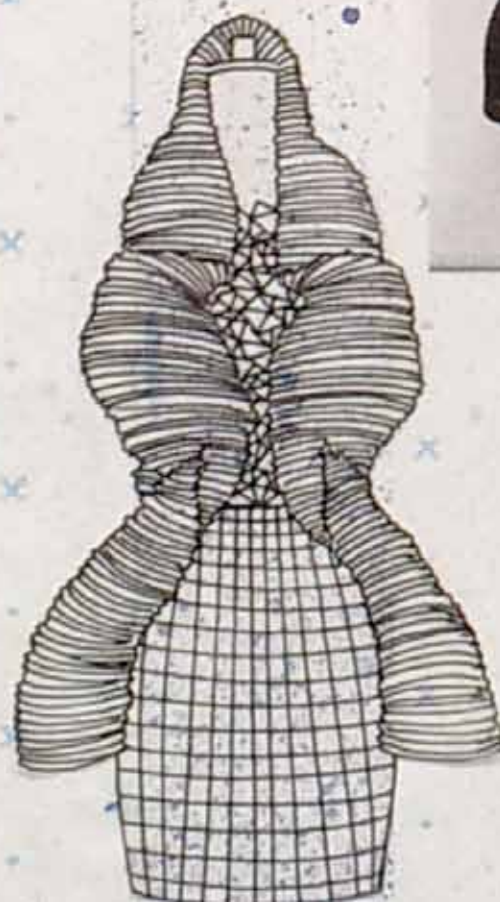
SHAPE AND SILHOUETTE



Just as colour can be specific to the individual, so can silhouette. Taller women with an hourglass figure will suit different garment shapes than smaller women with a very slim waistline. We aim to help you understand how garments work on the body and which silhouettes and shapes work best for you.

We will analyse and discuss the latest fashion trends and the silhouettes available in the shops now. We will go and explore different silhouettes whilst on our travels to London, Bicester Village and Oxford and experiment with garment shapes.

By the end of this course you should be able to identify which garments suit your figure and how a designer considers silhouettes when designing a collection.







THE FASHION INDUSTRY

Understanding how the fashion industry works will be the focus of this topic. There are many levels of price and quality and we will explore this range within the fashion industry. In addition we will analyse how the season's work, how far in advance designers work and who does within a design company.

A Designer from the British Fashion Industry will visit to talk to you about the life cycle of design from the concept of the idea through to the garment on the shop floor. We will consider how trends develop and how the media play a huge role in the promotion and marketing of a brand.

You will work in lectures and seminars to improve your knowledge and understanding of the fashion industry as a whole.

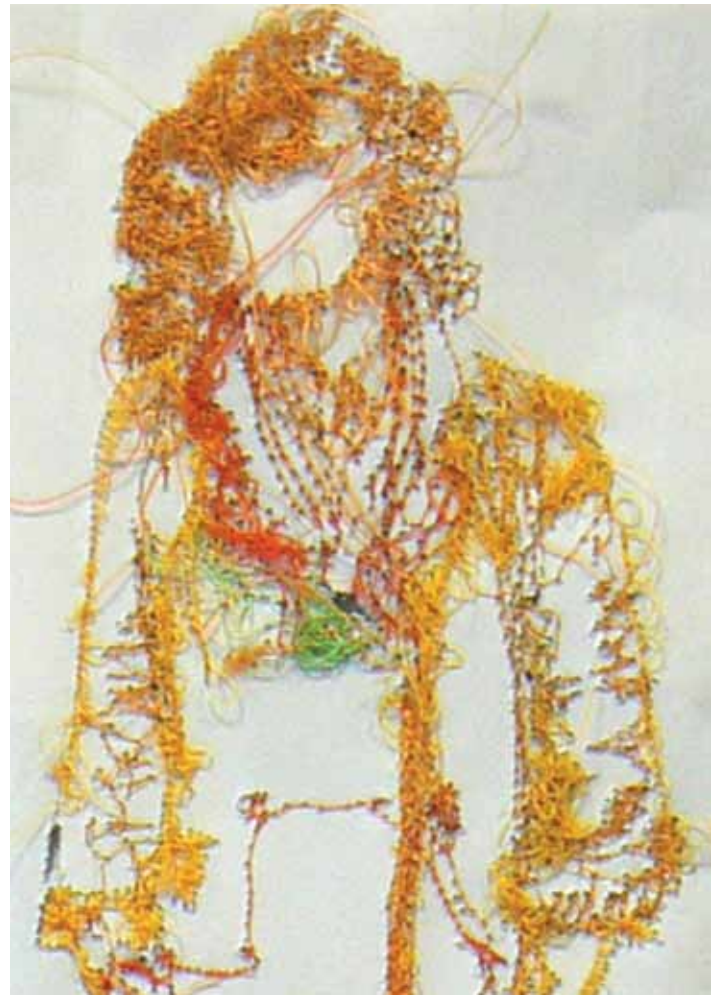
STYLING

Styling involves understanding garments, colour and shape which leads to creating a look which expresses the personality of the individual. Stylists work with photographers, magazines, companies, designers and individuals. We will be fortunate to work with a fantastic freelance stylist who will come and give her top tips of the trade.

Being able to style outfits and know what accessories work well, what jacket to choose to compliment a dress or how to wear the latest looks, takes time and effort. During this topic you will be creating looks on each other that will flatter whilst also being on trend and original to the person.







STREET STYLE

Seeing what people are wearing on the streets of London is always fascinating. There is such an eclectic mix of styles and silhouettes. So we will take to the streets in search of the ultimate London girl and get some great ideas for styling garments, hair and accessories ready for our final photo shoot.

Equipped with a camera and some serious fashion focus you will scour the most cosmopolitan and creative areas of London taking snap shots of the wonderful people you come across. You will work in pairs or small groups to produce an inspired collection of photographs.

We will be looking at the fashion media and how they interpret this exercise as well as looking at famous blogs such as The Sartorialist and StyleBubble. At the end of this exercise you will have a look book of London to take home with you.

BICESTER VILLAGE



As the course starts to come to a close we will take you to Bicester village to enjoy a designer shopping experience well equipped with all the new information you have learnt from the course. You can buy clothes to take home and as an added luxury we will create your own real life photo shoot complete with hair and make-up styling.

Listed as a must see destination for International travellers, Bicester Village is 20 minutes away from Oxford Brookes University. It is the top destination for designer goods with incredible 60% savings on the normal retail price.

“Discover a relaxed shopping haven in the beautiful Oxfordshire countryside, where spacious boutiques showcase the world’s leading fashion and lifestyle brands, normally only found in the most exclusive shopping streets, and all offering fabulous savings, all year round” Says Bicester Village.





PHOTO SHOOT

To conclude your Fashion appreciation course we will have the opportunity to work within a photography studio where we will set up our own fashion shoot. Working as a team we will style and accessorise your outfits as if we were producing our own magazine spread.

Starting off with a lecture on the fashion media and fashion photography we will move to the practical studio sessions to start with the real shoot. You will wear your own outfit bought at Bicester Village and we will style your hair and make-up to suit your look.

The final outcome of this shoot will be your own portfolio of images for you to take home with you to document your Fashion Appreciation experience at Oxford Brookes University.





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