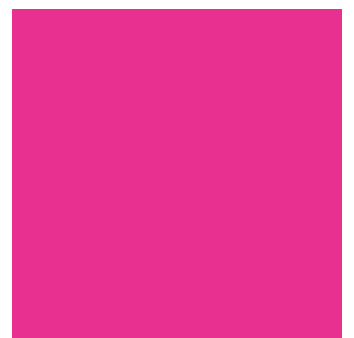
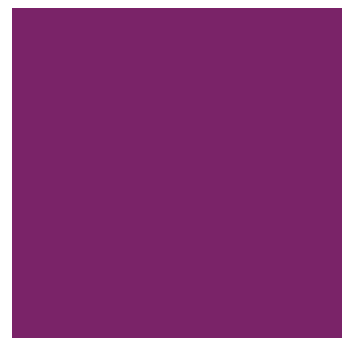
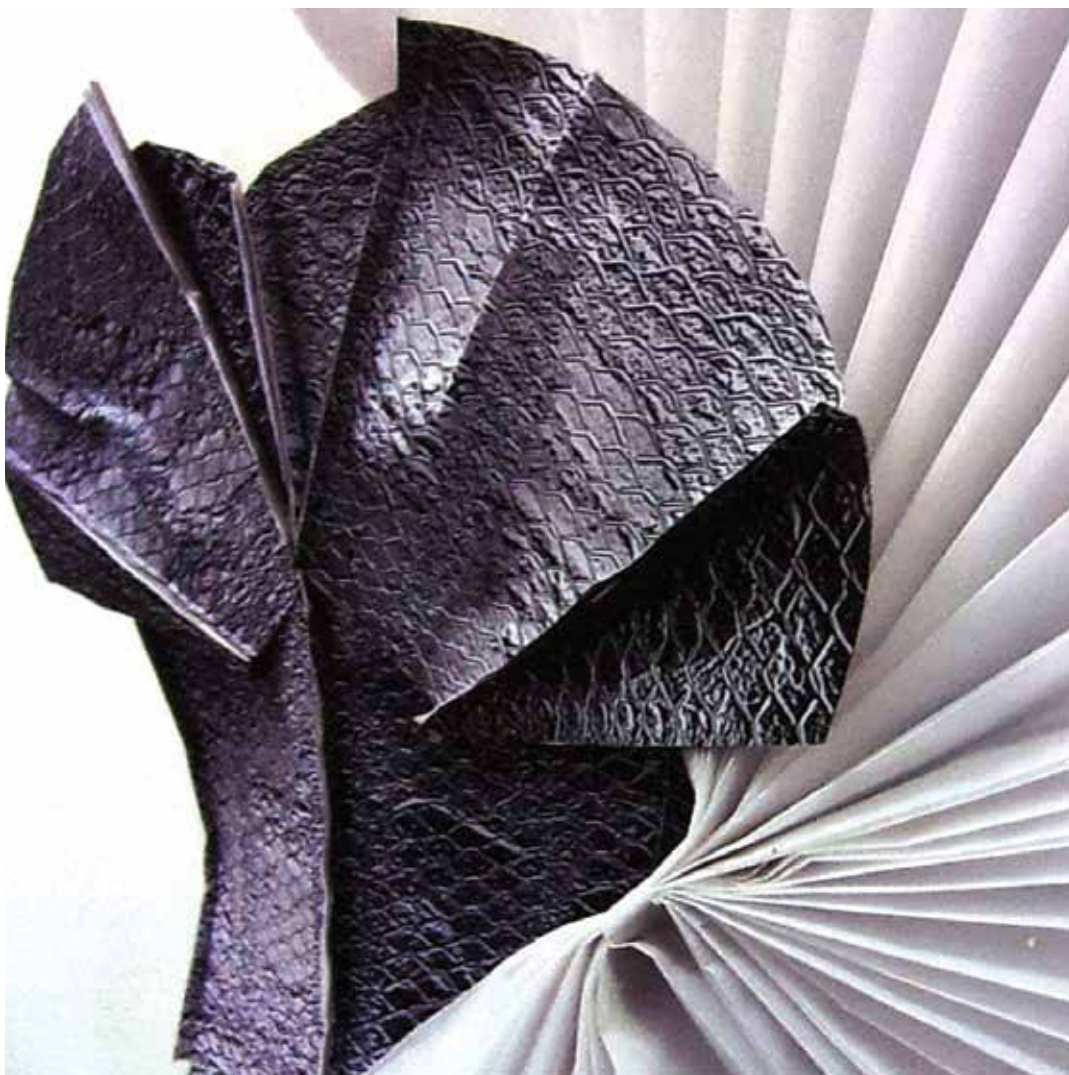


英国牛津布鲁克斯大学

时装设计游学证书课程

FASHION APPRECIATION

School of
Arts Oxford Brookes University





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The Richard Hamilton Building

牛津布鲁克斯大学的

艺术

ARTS AT OXFORD BROOKES



欢迎来到牛津布鲁克斯艺术大学。我和我的同伴们都很高兴您选择了来这个生机勃勃的城市学习。我们很幸运地置身于一个历史悠久，古色古香，风光秀丽的城市，我们希望能提供一个学习和娱乐融为一体，并能催人向上的励志型课程。我们旨在创造一个充满活力，激发潜能的学习环境，带给学生一段最好的学习经历。

我们的时尚课程的教员都平易近人，经验丰富，并且教学方法独到。通过教学，导师辅导，实际操作多种方法结合，促进学生的学习热情。

希望你能愉快地加入我们的团队成为一员，我们和你一起分享在牛津学习的快乐。

Alison Honour-----艺术学院校长致词

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 throughout the course.

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



6 FASHION APPRECIATION



欢迎来到牛津

WELCOME TO OXFORD



地处英国中心地带，牛津有着近千年盛名不衰、辉煌绚丽的历史。神奇的尖塔建筑遗迹，浪漫的园林风光，仿佛每一块石头都记载故事。尤其以丰富多彩的教学方法震撼整个世界。作为英国顶级教育中心的它厚重的历史文化令世人瞩目。

拥有着声名远扬的国际优质教学声誉的这所英国顶尖现代大学，牛津布鲁克斯大学像个上帝的宠儿一样坐落于这座城市中。

在这个如梦似幻的牛津城，有如此多值得去观赏和聆听，实践与感悟的事情。每个地方都那么可爱与宁静，每个细节都牵引着你放下行李，让心自然地休息。你可以在这所著名的牛津大步行游览或者荡一小舟浏览伊希斯河(也叫泰晤士河)。也许你会偏好于乘着旅游巴士环游一圈，当然你的私人导游也可陪伴你参观这个你从未没有想到的如此美丽可爱，辉煌绚丽的童话般的地方。牛津是一个隐藏着宝藏的城市！

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.



牛津： 活力四射的城市

OXFORD: A THRIVING CITY



牛津开设了一个奇妙的的文化体验课程。居住在这历史悠久的城市，你会领悟到厚重华丽的大英文化。

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

牛津是如此的宽广博大，大到每个置身于其中的人都能从这里感受到某种韵味。牛津又是如此的精致温馨，让你时刻感到它对你特别的欢迎与照顾。

牛津城有很多博物馆和画廊，像Ashmolean博物馆，它是英国最古老的公立博物馆，还有牛津现代艺术博物馆，规模宏大的，举世显赫。

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.



Ashmolean Museum



Live music venues
in the city

牛津城有很多餐馆以及露天咖啡座，如果你想小憩片刻，你可以毫不费力地找到供应点心饮品的地方品茶闲聊。当然，牛津还有各式各样别具一格的商店和国际连锁店。！

牛津城的夜晚，灯光如昼，万紫千红，你可以在很多很棒的酒吧和夜店尽情地享受。

丰富的现场音乐表演场所非常受欢迎，而喜欢戏剧的观众可以选择到Pegasus剧院，牛津剧场或者新牛津剧院去观看表演。

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.

Live music venues are plentiful and very popular whilst theatre goers can enjoy the choice of the Pegasus theatre, Oxford Playhouse or New Theatre Oxford.



Eat out in one of our many street cafes



The Quintessential English Cotswolds

你可以在美不胜收的柯茨窝尔山乡村欣赏风光秀丽的自然风光，柯茨窝尔山被认为是最典型的英国特色乡镇地带。当然，你也可以跟随牛津最受欢迎的传统，何不荡起双桨顺流

而下然后在大学公园野炊？

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.



在校园 ON CAMPUS

来牛津布鲁克斯大学的学习时尚游学课程不仅仅让您懂得最新的时尚动态和新思潮，而且还在体验大学生活的同时提高你的英语水平。

你今年将会在我们的主院校学习，我们会新建配有新艺术画廊的教学楼，我们新开的艺术画廊内容是回顾Jay Osgerby的艺术品，他是我们设计并成立艺术院校的一员。他目前着手的创作内容是2012年伦敦奥运会火炬手的设计。

不仅如此，我们还在2012年被授权举办2012年11月的牛津时尚周。借着极好的艺术画廊品味学习，并让学生参与到活动中展览他们自己创作的作品，对于这一时尚周，牛津布鲁克斯大学师生既兴奋又紧张，满怀期待，现也已圆满结束。

照片图解：在艺术家印象中的Headington 校园崭新学习环境一窥

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

住在 布鲁克斯大学

YOUR STAY AT BROOKES



每个新成员将会被安排在学生宿舍。现阶段，确切的住宿位置还未知晓，但是在学期临近时会被公布，居住环境优良舒适。我们投资了足够的资金来保证学生有一个温馨崭新的居住环境，2012年9月份我们还开了两个新的住宿中心。

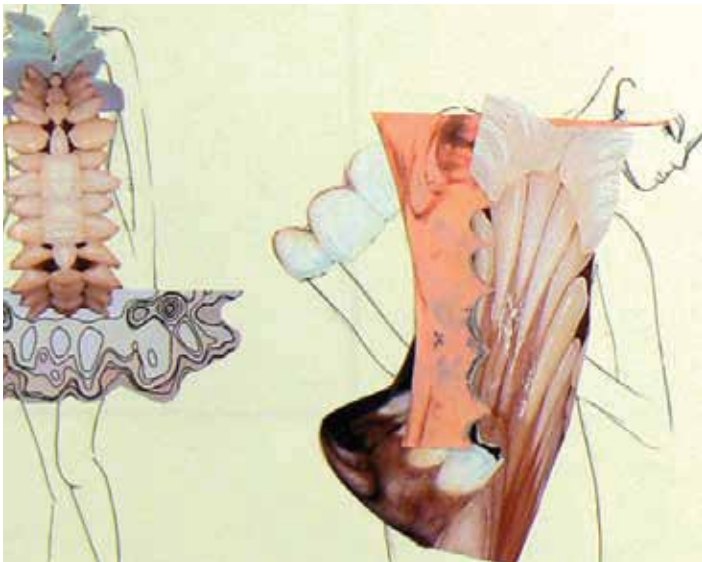
为了支持你更好的学习和照顾好你的需要，我们有一个专门的中国社会成员来电咨询，如果你需要帮助，这个组织会很乐意帮助你迅速地找寻商店，公交路线，观光，以及最近的军医或者牙医店，你可以咨询一切你想了解的事情，得到所需要的帮助。

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.

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.







时尚欣赏

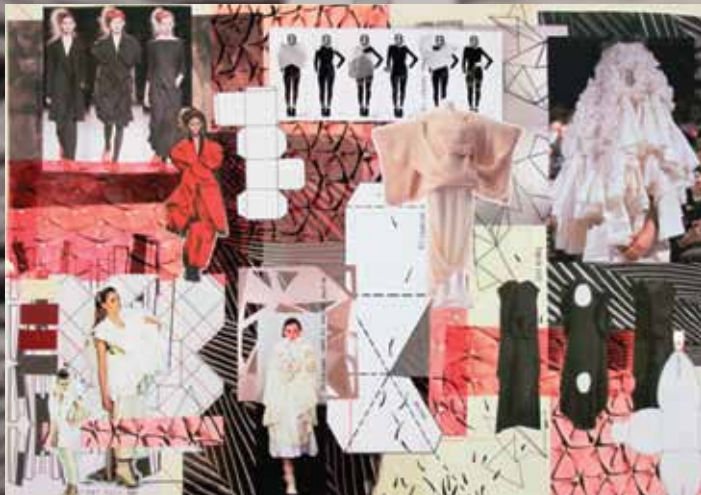
FASHION APPRECIATION

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课程细节

THE COURSE IN DETAIL

我们的课程目标是培养你对当代英国时尚的灵敏度和捕捉感。我们还可以引导及教授你每个人体对体型，轮廓，颜色，风格是怎么理解的。然后整合这些内容，在课堂上用英语教学及讨论，让你提高英语表达能力。

通过这些课程，你还会参加一系列的活动来培养您的技能和丰富你对时尚的知识。贯穿到细节，可能会通过讲座，拜访设计师，博物馆，逛服装店。通过实际的穿衣搭配，颜色搭配，还有配件装饰品，购物来得到一系列的锻炼。最后我们会组成一个团队或者小组进行拍摄，用相片制作成杂志的封面图片。你的图片将会被印刷和展现在并记录在你的档案袋里。

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.



密集型 英语学习课程

INTENSIVE ENGLISH



在一个英语语种为主的国家生活及学习，密集型英语学习课程极大地提高你的英语能力及信心。

课程包括：

听和说

语法

词汇

发音

你可以跟着我们的专业英语讲师们学习每周一天的英语课，你还可以在接下来的课程中学习到提高英语技能，因为其他课程都是英语授课。每个人都被鼓励用英语跟同学们或者英语教师交流，希望在学期结束后你将会极大的提高你的语言技能。

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.



当代时尚 CONTEMPORARY FASHION

灵感的来源

调查研究和灵感是设计师收藏时尚因素的来源，任何一个设计师在背后总会有一段收藏故事，举个例子，亚历山大的作品：秋冬2008-09系列，就是在2008年9月份被英国的colonialism启发以及他的印度之旅被激发了创作灵感，那是他一生中最有灵感创做的阶段。

非常值得一提的是，灵感和闪念从哪里来很重要，我们有机会欣赏并且学习当代时尚欣赏课程，知道当今最时尚的理念交汇融合如何形成，这些新思潮影响了千千万万的设计师的艺术作品。

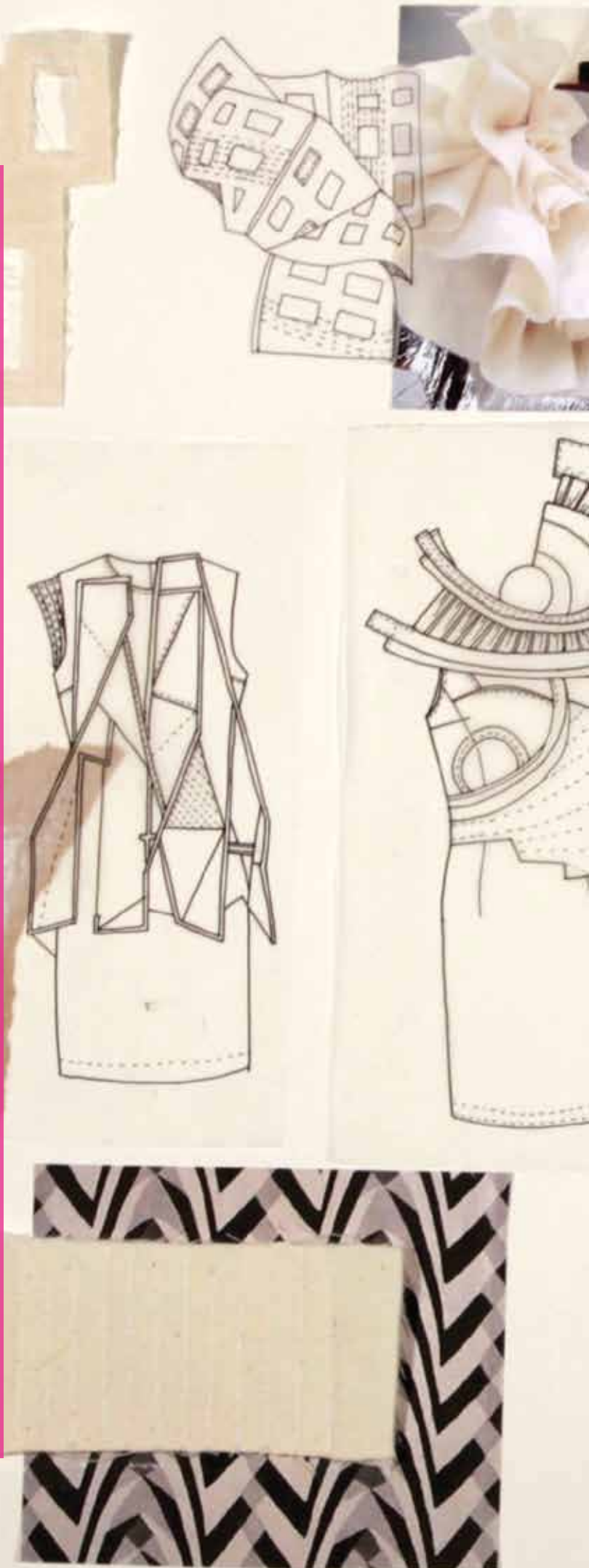
你将被引导到讲座和录音室，通过学习加深你对这些新理念的认识。

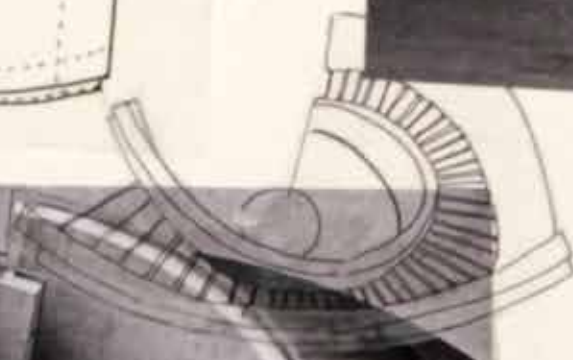
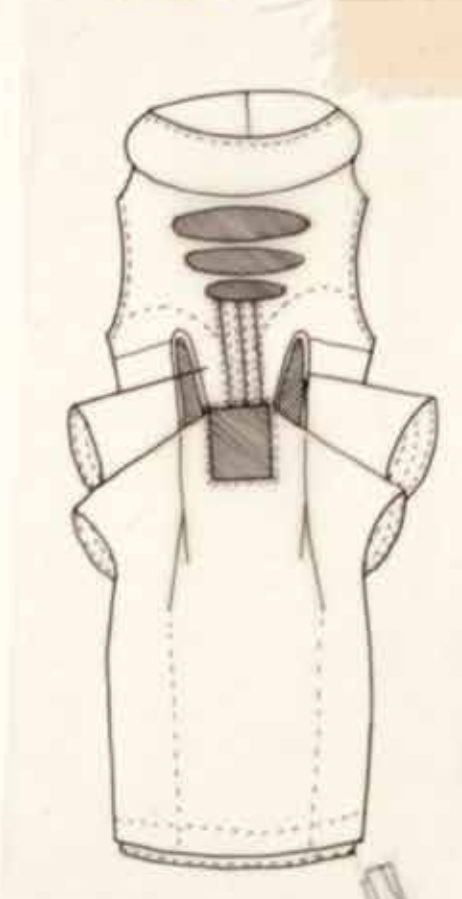
Sources of Inspiration

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.







GIORGIO ARMANI



MISSONI



DOLEE+GARANNA



WOLTER FOR LA PERLA



颜色 COLOUR

颜色对于时尚设计是非常重要的因素。每个季节，秋冬或者春夏，设计师向我们展示了他们的新的灵感和理念，人们也期待着这些设计师到底用什么颜色设计。选择一种颜色是设计师对衣服布料设计的第一步骤，接下来，我们来看看颜色是怎样主导和影响设计师的选择和设计的？

从商店五彩斑斓的颜色中选择一种适合你的颜色有时候是非常艰难犹豫的事，你的肤色和头发的颜色在很大程度上决定你对衣服颜色的选择。我们将会为你鉴赏和分析哪些系列适合你。所以当你去买衣服的时候你就会作出做好的选择。

当我们有了这些知识和信息的灌输之后，那么将可以去商店选择衣服款式和颜色，通过实际操作更好地把这个时尚观念诠释的最好。

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 KATIE DID



NO / JUNE FLOO



体型和轮廓

SHAPE AND SILHOUETTE

就像颜色对于个体来说因人而异，轮廓一样也发挥着重要作用。高挑的女人，沙漏型的体态比矮小细腰的女士搭配各种不同的款式的衣服来的容易。我们的目标是帮助你懂得衣服是怎么影响你的体型和轮廓，哪一款衣服穿在你身上最适合。

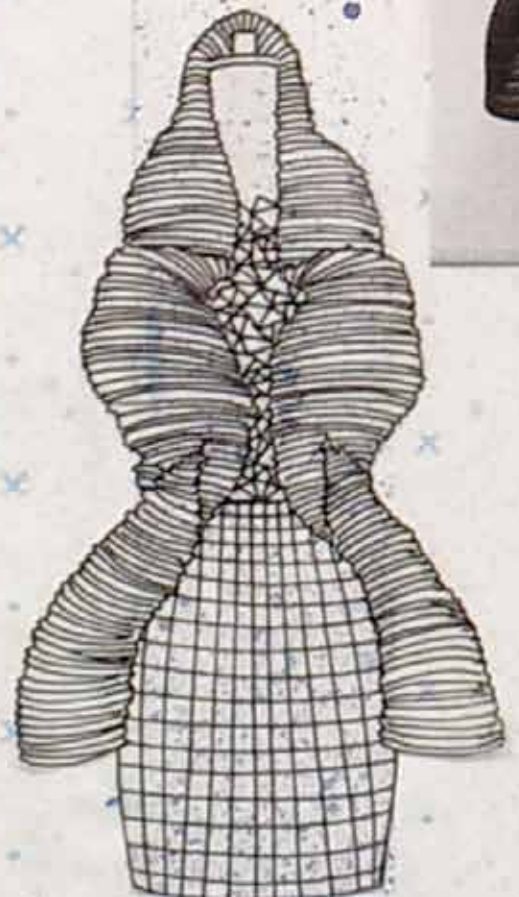
我们会分析和讨论最新的时尚潮流以及商店里的款式。在接下来的参观伦敦，比斯特村庄还有牛津市的过程中，我们会继续探索各种衣服的款式。

在课程的结束阶段，你会鉴定哪一种的款式最适合你的体型以及设计师在设计衣服的时候是首先是怎么思考创作的？

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.







时尚行业

THE FASHION INDUSTRY

要明白时尚行业是怎样运营并和影响我们的这才是最重要的，衣服有很多的价位和质量层次。我们将探索这个时尚领域。另外，我们也要分析季节是怎么影响我们的穿衣选择，设计师在设计衣服款式时要提前多久设计新款式。

一位来自英国时尚行业的设计师将与我们分享他们的时尚的轨迹，从他们一个新构想开始，一直发展到这些设计用于创作到生产成商店的衣服。我们将理解时尚潮流是怎么形成的，以及媒体又在背后对促销和市场需求对时尚思潮起着推波助澜的作用。

为整体提高对时尚行业的感知能力和理解能力，你将要参加讲座和研讨会。

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 take part in lectures and seminars to improve your knowledge and understanding of the fashion industry as a whole.

造型 STYLING

风格意味着布料·颜色·款式·是如何形成一个人的整体外观的·呈现出每个人的独特的性格和色彩。美发师常常与摄影师·杂志社·公司·设计师·顾客一起合作。我们将有幸请来一位自由职业者美发师传授他的顶级美化技巧。

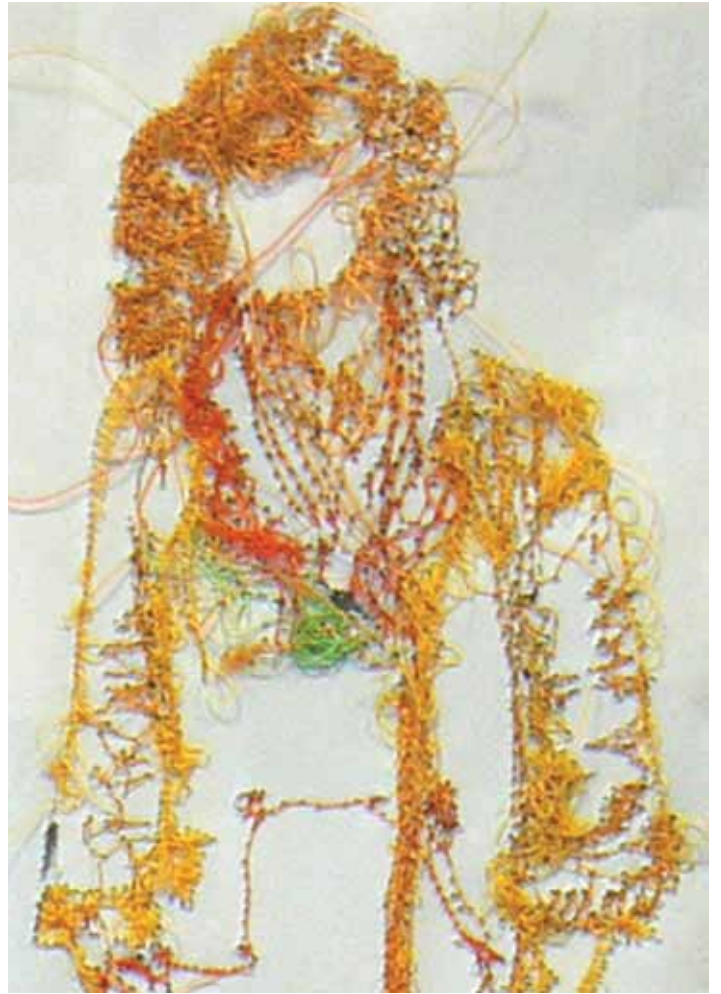
为了选择最适合自己的服装风格·懂得怎样搭配配件及装饰品·或者如何选择一件外套搭配裙子·以显示出最时髦的外观要花费时间和精力。在这一话题中你们可以互相给对方打扮出新的造型·淡妆浓抹都可以。

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.







街头风格

STREET STYLE

在伦敦街头，看到各路五花八门的穿衣风格实在是一件多么有趣的事情！高矮胖瘦，风格迥然不同。奇思妙想，衣服搭配也可以如此丰富绚丽。我们将会在伦敦街头寻找最独特的伦敦女孩。从她身上，学习怎样对衣服，发型发色及衣服配件做更好的选择及搭配，为我们的拍摄做准备

带上一个相机，捕捉最时尚的亮点，对着你迎面走来的时髦人士按下快门，然后冲刷出具有国际性创新的面孔和身影。你们会分成小组团队来拍摄整理照片。

我们将会看时尚媒体怎么理解时尚并且阅读 [Sartorialist](#) 和 [StyleBubble](#) 的博客，在这样的练习活动结束后，你将可以带着伦敦的街拍回家。

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.



比斯特村庄

BICESTER VILLAGE

随着课程慢慢进入尾声，我们将会带你去比斯特村庄，用上你所学到的时尚知识来购买你的衣服作为一个额外的奖励，我们可以为你拍出各种用发型和装饰品打造出的你的形象。当然，从这里选购的衣服你可以带回家。

比斯特村庄距离牛津布鲁克斯大学只有20分钟的路程，对于旅客来说，这是每个游客必会到此一游的最棒的目的地，在此地购物还可以替你神奇地省下60%的花费。在牛津的乡村发现这个令人放松，令人惊叹的购物天堂真是一件兴奋的事！宽敞的精品店橱窗展示了世界领先的时尚潮流，这是少有的非同寻常的街道，提供了极好的购物乐趣。



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 makeup 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.





拍摄

PHOTO SHOOT

作为您学习时尚欣赏课程的一个总结，我们将有幸在一个摄影棚拍摄，我们将以小组的方式，制作属于我们自己的杂志。

拍摄出来的照片将会作为你自己的档案带回家，作为你来牛津布鲁克斯大学的一个美好珍贵的纪念！

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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