



BACHELOR OF FASHION & BUSINESS

COURSE APPLICATION KIT

FASHIONMASTERS

HOLMES
INSTITUTE

Cum Propris Suis Alis Volat





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PRE-COURSE INFORMATION

Congratulations on choosing the Bachelor of Fashion and Business as your tertiary study option. This unique undergraduate course, developed in conjunction with the fashion industry, will provide students with formal training in the management of fashion from creation through to the customer.

The fashion industry is a fast-paced and dynamic environment that offers great rewards; as part of your training for this type of work place the course is also fast paced and dynamic. The Bachelor of Fashion and Business requires engagement and hard work, but your commitment to this course will lead to a creative and fulfilling career in fashion.

To successfully complete this course you will need to attend all your timetabled lectures, workshops and tutorials. You will also need to devote about fifteen hours of self-directed study to your subjects to ensure you are able to keep pace with the various assignments set for you.

This course will provide you with an in-depth understanding of the global fashion industry from four key perspectives:

1) Development and production of contemporary fashion products

This stream of study ensures that you understand how fashion garments and products are created and produced, including the necessary terminology and technology to manage the process in an international context.

2) Supply and distribution of fashion products

The subjects within this stream provide knowledge and skills in connecting and coordinating deliveries of fashion materials and fashion products.

3) Presentation and promotion of fashion in a retail context and in fashion media

This area of study gives you an in-depth understanding of the communication and promotion systems of fashion, through branding merchandising and marketing subjects.

4) Fashion business management

Subjects in this area ensure you have the capabilities to balance and manage the creative and economic aspects needed to run a successful fashion business.

Year 3 of Study

During your final year of study (Year 3) the Bachelor of Fashion and Business focuses on your Major Project – this is structured in two parts during the year.

The nature of this project places emphasis on your career aspirations and highlights your personal strengths in the context of the fashion industry. Throughout this project you are supported with further business and management subjects, plus a choice of an appropriate elective.

So your Major Project could be focused on fashion product development or promotion, buying or merchandising enterprise, fashion retail ideas or have a fashion media focus – the choice is yours!

Industry Connections

This unique course structure enables our graduates to understand and integrate the working practices of the fashion industry, ultimately making them more aware of their possible career options and more desirable to employers.

To complement your studies we offer an extensive program of industry work experience and placement opportunities, which allow you to apply the new skills you learn in real-life situations and make valuable contacts.

Along with career guidance and industry contacts, we also support all our students with academic study workshops and seminars, academic mentors and additional supervised workshops in technical areas. Our industry partners are regularly on campus as guest speakers or taking part in critiques of student work.

ADMISSION REQUIREMENTS

To be considered for admission applicants must:

Be eligible for admission as defined in student entry requirements below AND
Have lodged an application for admission to Holmes Institute AND
Provide a portfolio of supporting documentation AND
Demonstrated English proficiency at or above IELTS score of 6 in all components

To be eligible for admission applicants must have:

Successfully completed the Victorian Certificate of Education (VCE) or its equivalent **OR**
Successfully completed an approved Tertiary Preparation Program, Tertiary Orientation Program, or a Foundation Year program offered by an accredited institution of higher education **OR**
Successfully completed one year of full time study at an approved Institute of Tertiary education.

SPECIAL ENTRY REQUIREMENTS

Applicants who do not fulfil the educational requirements above may be considered eligible for admission if they have:

A significant work record or demonstrated record of professional practice **AND**
Information on courses completed or attempted (with results of study undertaken) **AND**
A personal resume with a detailed work history including referees **AND**
A portfolio of supporting documentation

Original copies of academic transcripts and certificates must be cited

Guidance on the supporting documentation that applicants should prepare as part of the admission process is detailed in the application kit. Applicants must prepare a resume and a personal statement as part of this entry requirement. Applicants are encouraged to submit other evidence that demonstrates relevant skills or knowledge to support their application, but this is not an admissions requirement.

All prospective students are invited to attend course Open Days where further advice on the application process and examples of supporting documentation are available.



ACCESS AND EQUITY

Holmes Institute is committed to selecting students for the Bachelor of Fashion Business in a fair and equitable manner. The application process has been developed to ensure access to study for prospective students who have the potential to successfully complete the course. The admissions policy implements this commitment to fairness and equal opportunity to study in the following ways:

Admission to the course is based on academic merit, but also allows for the consideration of other demonstrated skills and experience gained in the work place or other environments.

Admission offers are made to applicants who are judged by academic staff to have the required pre-requisite abilities and background that ensures a reasonable likelihood of success on the course.

Admission policy is designed to facilitate diversity in the student population, by offering alternative entry modes for both local and overseas applicants. Further, it aims to ensure all students receive equitable treatment during the application process by not discriminating against a person on grounds of:

Race / Sex / Age / Gender status / Martial status / Disability / Sexual orientation / Status as a carer / HIV / AIDS status.

All documents and information provided by applicants will be treated confidentially. The details and outcome of the selection / admissions process will be stored securely as part of Holmes Institute record keeping process. Should any applicant consider that they have been disadvantaged by the application of the admissions procedure, they have the opportunity to appeal.

CREATING THE EFFECTIVE RESUME

What is a Resume? A resume is a one page summary of your skills, education, and experience. The resume acts much like an advertisement for a company trying to sell something. The resume is your advertisement. Just as a sneaker company spends countless hours (and millions of dollars) designing their latest advertising campaign, you too must spend a good deal of time creating, proofreading, editing, and perfecting your resume.

What should be included in a resume? Not all resumes are the same, but there are some common elements that they all should include. The necessary elements are:

Heading - Your heading should include the essential personal information. Your formal name (not nickname) should appear at the top and it should stand out above all else on the paper. You want them to remember who you are in less than 30 seconds. Also include your address (both permanent and temporary) and phone number. If you use email, include your email address.

Objective - (Also called "Career Objective") Employers often say this is the most important part of a resume. It is generally a one sentence explanation of the type of job you are seeking. Your objective should be fairly specific. If you are applying for different types of jobs, change your objective to match each type of job. If you are uncertain about the specific positions available, note your areas of interest.

Education - As students, this should be your next section of information. If you are in college, you only need to include college because it is assumed that you have graduated from high school. For the same reason, high school students should not include information from junior high/middle school. You should specify the dates of attendance or graduation (or expected graduation). As a college student, include your major and the degree you expect to receive. Some people include education-related honors in this section. If your education is particularly relevant to a job, you may want to include a section titled "Relevant Courses." In this category, you can list classes that might contribute to your employability.

Experience - (Also called "Work Experience" or "Employment Experience") In this section, you should include previous employers, their locations, your dates of employment, and your job title. You may have to create a job title if you did not have one. You should include at least two one-line descriptions of what your job duties and responsibilities were. You can not assume that the job title explains what you did to all readers. Use action verbs to start each of these descriptions. Do not use "I" in descriptions.

Activities - Employers like to see people who have been involved in school or community activities. In this section, list special activities you participated in (prom committee) and organizations you joined (drama club, baseball team, etc.). Include the years in which you participated. Be aware, however, that some employers may eventually view this information as irrelevant. As high school students, this should not be a concern.

Resume Information: http://www.ccd.me.edu/careerprep/CareerPrepCurriculum_LP-4.pdf

RESUME TIPS AND SUGGESTIONS

- Make sure your resume is PERFECT! It only takes one error in spelling, punctuation, or grammar to cause an employer to stop reading. Ask someone to proofread your resume. Go over it with a fine tooth comb.
- Limit your resume to one page. Only people with a great deal of experience should have resumes longer than one page.
- One inch margins around the page and blank lines between sections will make all the information easier to read. Use a 10-point font size minimum and avoid overuse of italics, bold, and underlining.
- Since you probably have little work experience, you will want to emphasize your accomplishments in and out of the classroom. Volunteer activities, hobbies, sports, honor roll, and student organizations are things that help define who you are and should be highlighted. List only recent awards unless they are specifically relevant to the position for which you are applying.
- Sell yourself! Create a good first impression by highlighting your skills and abilities. If you don't sell yourself, your resume will stay in the pile with all of the others. Separate yourself!

Resume Information: http://www.ccd.me.edu/careerprep/CareerPrepCurriculum_LP-4.pdf

RESUME TEMPLATE

Fill in the Blank Resume Form

your name, capitalized, boldfaced and 16 pt. font

street address

town, ME zip code

home phone number

email address

EDUCATION *(each heading should be in capital letters and boldfaced)*

Class of _____, _____ High School, _____, ME

Major area of study *(or coursework)*: _____

WORK EXPERIENCE *(list any job you have held)*

job title - _____
business name, location, dates

describe your position duties and skills learned using key verbs

SCHOOL ACTIVITIES *(list all sports, clubs, etc. you have been involved with)*

activity (_____) *number of years*

(_____)

COMMUNITY ACTIVITIES *(volunteer work, etc.)*

activity (_____) *number of years*

(_____)

AWARDS *(list any awards or special recognition you have received)*

title of award - _____
month, year

INTERESTS *(list a few of your hobbies if pertinent)*

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PERSONAL STATEMENT - TIPS

GENERAL IMPRESSION

- The statement needs to grab the reader's attention and make a positive impact
- It should read in a logical order
- It should clearly outline the applicant's interest in fashion

FORMAT

- One page of single spaced text
- Font should be 10-12 Arial or Times New Roman
- Margins of the page are an appropriate width (e.g 2 – 2.5 cms)

LANGUAGE

- No abbreviations should be used
- Paragraphs should be used effectively, with linking sentences
- Check spelling, grammar and punctuation have been used correctly

CONTENT

- Please include any relevant qualifications, skills, experience and / or achievements
- The content should demonstrate the applicants understanding of the course
- This statement should highlight why the applicant wants to work in the fashion industry

PERSONAL STATEMENT - (EXAMPLE ONLY)

1. *I am friendly, confident and hard-working individual with a professional attitude and the ability to learn new skills quickly. The main reason why I would like to study Holmes Institute's Bachelor of Fashion and Business is because I desire to further my existing business training and gain creative fashion expertise to eventually work within the fashion/design industry.*

I strongly believe that the technical (design) and the practical (business) sides of the fashion sector go hand in hand. My dream is to eventually source and import garments from overseas that will be sold online and in specialised boutiques around this country. Confident in my abilities and in my vision, I wish to be considered for a place in the Bachelor of Fashion and Business to realise my dreams and potential.

2. *I would like to apply for a place on the Bachelor of Fashion and Business course. I am fascinated by the world of fashion and wish to pursue a career as a fashion buyer. Having researched the course content I believe that this course will offer me the best combination of skills and training needed to become a successful fashion buyer.*

I have recently completed my Certificate IV in Fashion Design & Technology. Currently I work part-time as a retail assistant in Country Road, where I have had the opportunity to assist the store manager in planning and visual merchandising. This experience has confirmed my desire to work in the fashion industry. I wish to obtain a bachelor qualification in fashion that will also give me skills and knowledge in business and management, to prepare me for this career.

FOLIO IDEAS - SUGGESTIONS

Example 1.

Written description of a fashion icon

If you are interested in celebrities and their influence on fashion, you could write a short piece on your favourite fashion icon. Your fashion icon could be a celebrity today or may be a famous name from history.

Try to include in your written description some reference to the style of your chosen fashion icon. Also include your personal opinion on why this fashion icon is important to fashion today.

For inspiration see:

Up-to-the-minute celebrity news: www.imnotobsessed.com

Reviews of celebrity fashion: www.thefashionspot.com

Example 2.

Photographs

If you have great styling ideas you may like to include photos of you or your friends styled in a personal or inventive way. You could take your inspiration from street-style photography (as pictured below) or you could include a series of self-portraits.

Remember we are interested in you, your ideas and opinions on fashion and style.

For inspiration see:

The Sartorialist: www.thesartorialist.com

Tommy Ton: www.jakandjil.blogspot.com

Example 3.

Mood boards

You may like to create a mood board based on your personal fashion ideas or on a current fashion trend.

When you are creating a mood board, begin by collecting a range of good quality images that relate to your idea.

These images may be fashion images or they be images of art, architecture, objects from other cultures, landscapes or cityscapes that have a connection with your theme or ideas.

Spend some time carefully cutting and arranging them to create a unified page – you may not have room for everything; so only use the best quality images.

Once you have put together your images to create a mood, carefully glue them down – include a title in an appropriate typeface to ensure a professional finish.

For inspiration see:

Pinterest: www.pinterest.com

Refinery29: www.refinery29.com

