



## DIPLOMA IN APPAREL DESIGN & MERCHANDISING (T20)

### Course Overview

Do you have an eye for stylish outfits and pairing them with the perfect accessories? Or are you keen on managing the business of fashion? If these appeal to you, you will be right at home with the Diploma in Apparel Design & Merchandising.

Our unique combination of design and business provides you with a strong understanding of the fashion life cycle from concept creation, design and production to marketing, brand storytelling and distribution. Learn about garment construction, sewing techniques, fabric types, brand strategies and digital tools to create your designs.

Deepen your skills in Year 2 as you specialise in either Fashion Design or Retail Merchandising. Learn about the history and impact of fashion over time and create purposeful pieces that consider social trends such as ethical and sustainable fashion. Should you choose to specialise in retail merchandising, you will learn to source for products, oversee branding and advertising campaigns and design the customer buying experience.

You will also be constantly challenged through real-world projects, competitions and internships that will develop you into a versatile and creative all-rounder.

Whether you'd like to start your own label, style for magazines or work as a buyer, the cross-disciplinary training we offer will enable you to stretch your boundaries.



#### ONE AND ONLY

The only fashion course in a polytechnic!



#### PICK YOUR NICHE

Choose from two exciting options to specialise in – Fashion Design or Retail Merchandising.



#### ADVANCED TECHNOLOGY

Work with the latest in Swiss sewing technology at the TP-BERNINA Creative Studio right on our campus.

# Entry Requirements

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

Subject	Grade
English Language (EL1)*	1-7
Mathematics (E or A)	1-7
Any two other subjects, excluding CCA	1-6
<b>2023 Planned Intake</b>	<b>50</b>
<b>Net ELR2B2 aggregate range (2023 JAE)</b>	<b>8 - 12</b>

Applicants must also have sat for at least one of the following subjects: Additional Combined Science, Additional Science, Art/ Art & Design, Biology, Biotechnology, Chemistry, Combined Science, Computer Studies, Creative 3D Animation, Design & Technology, Engineering Science, Food & Nutrition, Fundamentals of Electronics, General Science, Higher Art, Human & Social Biology, Integrated Science, Media Studies (English), Media Studies (Chinese), Physics, Physical Science, Science (Chemistry, Biology), Science (Physics, Biology), Science (Physics, Chemistry), Science (Physics, Chemistry, Biology).

Note: Applicants who have partial or complete colour appreciation deficiency should not apply for this course.

## What You'll Learn

**YEAR 1**

YEAR 2






YEAR 3

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Get an overview of the fashion industry, from concept to production. Be introduced to fashion trends and understand how they have shaped our fashion choices. You will also pick up basic technical skills in garment construction and merchandising.

### Diploma Subjects - Core Subjects

Subject Code	Subject	Credit Units
DAD1174	<b>Basic Sewing</b> You will learn how to operate and use sewing machines such as the industrial-grade machines and home embroidery machines. You will also	2

	learn basic garment construction and sewing techniques that are in line with industry standards.		
<b>DAD1171</b>	<p><b>Brand Concept</b></p> <p>The subject covers the concept of branding. You will learn how a product's characteristics, benefits and its consumer profiles can lead to identifying the brand positioning of a brand.</p>	<b>2</b>	
<b>DAD1170</b>	<p><b>Fashion Presentation Techniques</b></p> <p>This subject covers how to communicate fashion design and styling ideas with the target audiences, from customers to designers. Therefore, skills in a range of different media, fashion illustrative techniques and applications will be introduced and further developed. The latest fashion trends and historical contexts such as contemporary fashion styles, sub-cultures and designers will be incorporated to explore various presentation techniques.</p>	<b>4</b>	
<b>DAD1173</b>	<p><b>Production Drawings</b></p> <p>Technical drawings are vital to apparel production. In this subject, you will learn both traditional drawing skills by hand as well as digital technical drawing skills using the latest drawing software.</p>	<b>2</b>	
<b>DAD2172</b>	<p><b>Studio Project 1</b></p> <p>This subject covers the basic process of product development in lifestyle brands, from ideation of product concepts to creation of physical prototypes (mainly by sewing). It will also introduce the fundamental concept of sourcing and costing strategy, i.e. developing a prototype of good quality at relatively low cost.</p>	<b>6</b>	
<b>DAD1172</b>	<p><b>Textiles Fundamentals</b></p>	<b>2</b>	

Technical drawings are vital to apparel production. In this subject, you will learn both traditional drawing skills by hand as well as digital technical drawing skills using the latest drawing software.

**DCF1038**

**Aesthetics for Design**

**4**



This subject introduces the aesthetic and communicative aspects of design. Key topics include the elements of visual art, principles of design, basic drawing techniques and fundamental applied typography, and will explore integrating different sensorial qualities to expand the aesthetic experience for effective design communication.

**DCF1037**

**Design in Context**

**2**



This subject explores the context, influence and motivations in creative practices led by global art, design and film movements across various periods. It will cover the study of design trends and socio-political climates to translate design inspirations using the appropriate terminology and language in both writing and oral presentations.

**DCF1036**

**Discovering Design**

**2**



This subject will cover the essential ideas, tools, processes and techniques of the various disciplines within design. It provides the framework to develop creative confidence towards learning in design by acquiring fundamental knowledge, attitudes, and mindsets necessary to build design conversance.



**DCF1039**

**Form & Materiality**

**4**



This subject will introduce prototyping and tactile manipulation in relation to form and function. The subject provides the framework for exploring form, proportion and hierarchy, with a focus on 2D and 3D drawings, interacting with both hard and soft materials, and journaling.

<b>DCF1040</b>	<b>Visual Narratives: Photography</b>  This subject provides an overview of the power of visual narratives through a variety of photographic directions. It includes the fundamentals of camera skills such as shutter speed control, depth of field, sensor sensitivity, exposure and angle of lenses, basic principles of photography, and the narration of a story through a series of photographic images.	<b>2</b>	
<b>DCF1041</b>	<b>Visual Narratives: Videography</b>  This subject will cover the use of electronic cinematography techniques to tell a story. Key topics include mobile videography, visual composition, shutter speed control, depth of field, sensor sensitivity, exposure and angle of lenses, lighting concepts, audio and post-production, and video sequencing in creating visual narratives.	<b>2</b>	

## What You'll Learn

YEAR 1


**YEAR 2**






YEAR 3






TPFUN

Time to specialise! With advice from your tutors, you can decide to specialise either in retail merchandising or in fashion design. Continue to consolidate your skills through projects, sometimes with the industry too. Look out for study trips too!

## Diploma Option Subjects

<b>Fashion Design Option</b>			
<b>Subject Code</b>	<b>Subject</b>	<b>Credit Units</b>	
<b>DAD2173</b>	<b>Drafting 1</b>  You will learn how to make flat patterns and construct skirts and pants. This process includes the taking of accurate body measurements to the production of actual garments.	<b>4</b>	

<b>DAD2174</b>	<b>Draping 1</b>  In this subject, you will acquire the basic skills of draping. This includes the preparation of dress forms and the application of basic dart manipulation skills to achieve the desired design for a top and a skirt.	<b>4</b>	
<b>DAD2175</b>	<b>Garment Construction</b>  The subject covers complex specialised sewing techniques. You will learn how to select the appropriate interface and lining for sophisticated garments. You will also learn specialised techniques to manage fabrics that may be challenging to handle.	<b>4</b>	
<b>DAD2176</b>	<b>Creative Techniques in Textiles</b>  This subject covers the exploration of manipulation techniques on the surface of textile/fabric such as dyeing, painting, printing, stitching, embellishing, quilting, weaving, knitting and felting. It will also introduce techniques on how to transform 2D textile/fabric into 3D forms	<b>2</b>	
<b>DAD2177</b>	<b>Sustainable Techniques in Silhouette</b>  This subject covers various pattern making techniques based on sustainability, which can create unique and creative silhouettes and lines of garments yet reduce wastage of materials. It will include a zero-waste production concept as well as a subtraction cutting technique.	<b>2</b>	
<b>DAD2442</b>	<b>Prototyping Essentials</b>  This subject covers the skill sets of creating prototypes through hand skills and rapid prototyping. The subject allows students to manipulate and work with various materials and processes in order to create scale prototypes that communicate design intent.	<b>2</b>	

<b>DAD2178</b>	<b>Drafting 2</b>  The subject covers knowledge and skills in flat pattern making and constructions of top, one-piece dress and outer wear. It will include the taking of accurate body measurements and the production of actual garments.	<b>4</b>	
<b>DAD3169</b>	<b>Draping 2</b>  The subject covers advanced level of knowledge and techniques of draping to achieve variety of designs by creating different draped effects using various types of fabrics.	<b>4</b>	
<b>DAD3174</b>	<b>Studio Project 2</b>  This subject covers the product development process. It emphasises the ideation and design development of the product and the effectiveness of process planning, prototyping and communication of specification sheets with manufacturers. It also taps on global sourcing, costing, and development of a viable supply chain for a niche fashion business.	<b>6</b>	
<b>DCF2042</b>	<b>Sustainable Practices in Design</b>  The subject focuses on how design drives sustainable living in a circular economy, emphasising the primary foundational understanding of ethical, responsible, and meaningful design and its impact on the environment and society. The interdisciplinary nature of the subject will drive students to organise and drive activities, stimulate analysis, encourage application, and synthesise ideas through collaborative strategies.	<b>2</b>	
<b>DAD3170</b>	<b>Fashion Brand Development *</b>  This subject covers the importance of developing a brand story and a brand personality that will help differentiate a brand for its intended audience and guide in executing the brand style.	<b>4</b>	

**DAD3171**

**Fashion Product Development \***

**4**



This subject focuses on improving the value of the fashion product in the market using case studies. It will cover the analysis of applying suitable product development methods in accordance with the product development stage.

**DAD3172**

**Fashion Editorial \***

**4**



This subject provides fundamentals on preparing language for fashion, which can effectively contribute to its communication and promotion. It includes how to generate ideas for features, trend reporting, and fashion news based on target audience. It also includes editorial styling and creative direction with fashion images. Therefore, it will enhance the imaginary aesthetics and styles of fashion products with a unique writing style.

## **Retail Merchandising Option**



**Subject Code**

**Subject**

**Credit Units**

**DAD2179**






**Retail Buying**





**4**






What to buy and how much to buy - these are some of the questions retail buyers grapple with in making buying decisions. This subject teaches the principles of merchandising mathematics frequently used by buyers. You will also learn how to develop buying plans for different retail organisations.



<b>DAD2180</b>	<p><b>Fashion Supply Chain</b></p> <p>This subject covers the lifecycle of a product, from brand concept to production and distribution including the various stages of information and flow of goods. It also includes the process and network of the various supply chain channels. It focuses on the different structures and cycles depending on each fashion brand's business model.</p>	<b>4</b>	
<b>DAD2181</b>	<p><b>Retail Design</b></p> <p>You will learn what makes a successful retail store design and how to best present the correct image of a store to reflect its brand identity. You will also learn how to reinforce the store image to attract shoppers.</p>	<b>2</b>	
<b>DAD2182</b>	<p><b>Retail Space Planning</b></p> <p>Here, you will learn how to make the best use of available floor space in a brick and mortar retail store to maximise profits. You will learn to match assigned spaces to sales revenues and costs, in order to effectively increase product sales.</p>	<b>4</b>	
<b>DAD2183</b>	<p><b>Elements of Visual Display</b></p> <p>This subject covers the process of planning, sourcing, and budgeting in a visual display. It will also introduce the essential practice in building setups for exhibitions, as well as knowledge for installation and how to construct and assemble an effective brand presentation. It will also provide an understanding of the sense and reasoning to display a fashion brand.</p>	<b>2</b>	
<b>DIA2245</b>	<p><b>Digital Modelling</b></p> <p>This subject covers the fundamentals of digital visualisation and presentation software relevant to the specific application in the context of the built environment.</p>	<b>2</b>	

<p><b>DAD2184</b></p>	<p><b>Fashion Marketing</b></p> <p>This subject provides fundamentals of fashion marketing concepts for both offline and online retail. It examines and analyses market trends, identifies key consumer insights, and anticipates consumer needs with prediction, tracking, forecasting sales in fashion trend cycle. It also covers the planning and promotion of fashion goods and services with appropriate marketing, advertising tools and strategies.</p>	<p><b>4</b></p>	<p></p>
<p><b>DAD3173</b></p>	<p><b>Digital Trends in Fashion Retail</b></p> <p>This subject covers the implementation of fashion e-commerce, driven by digital marketing strategies. It introduces the latest industry trends and strategies of designing an e-commerce website, using popular platforms and tools like search engine optimisation, paid search, influencer marketing, social media marketing and live streaming. It will also focus on using analytical tools for brands to drive and manage a fashion campaign, engaging with target audience, and increase conversions.</p>	<p><b>4</b></p>	<p></p>
<p><b>DAD3174</b></p>	<p><b>Studio Project 2</b></p> <p>This subject covers the product development process. It emphasises the ideation and design development of the product and the effectiveness of process planning, prototyping and communication of specification sheets with manufacturers. It also taps on global sourcing, costing, and development of a viable supply chain for a niche fashion business.</p>	<p><b>6</b></p>	<p></p>
<p><b>DPS1035</b></p>	<p><b>Collaborative Transformation</b></p> <p>The subject focuses on collaborative design principles to help students to work in teams in addressing social issues. A group design brief serves to organize and drive activities, and</p>	<p><b>2</b></p>	<p></p>

	synthesis of collaborative strategies.		
<b>DAD3170</b>	<b>Fashion Brand Development *</b>  This subject covers the importance of developing a brand story and a brand personality that will help differentiate a brand for its intended audience and guide in executing the brand style.	<b>4</b>	
<b>DAD3171</b>	<b>Fashion Product Development *</b>  This subject focuses on improving the value of the fashion product in the market using case studies. It will cover the analysis of applying suitable product development methods in accordance with the product development stage.	<b>4</b>	
<b>DAD3172</b>	<b>Fashion Editorial *</b>  This subject provides fundamentals on preparing language for fashion, which can effectively contribute to its communication and promotion. It includes how to generate ideas for features, trend reporting, and fashion news based on target audience. It also includes editorial styling and creative direction with fashion images. Therefore, it will enhance the imaginary aesthetics and styles of fashion products with a unique writing style.	<b>4</b>	

\*Students must choose ONE of these electives

YEAR 1

YEAR 2

**YEAR 3**

TPFUN

A busy year that includes an internship and the all-important Major Project.

You will work on launching your own brand as an entrepreneur and focus on either creating a runway collection or pop-up store concept booth with strong branding according to your choice.

Your outcome will be showcased for the grand finale at the Diploma Graduation show!

Subject Code	Subject	Credit Units	
<b>DAD3166</b>	<b>Industry Studio Project</b> The subject provides the experience of working on live project briefs provided by industry professionals. From researching on current consumer trends to developing creative ideas to execute the brief. The subject also reinforces the practice of working as a group.	<b>6</b>	^
<b>DAD3175</b>	<b>Fashion Trends &amp; Sustainability</b> This subject covers how social, political and environmental issues are shaping the way fashion designers/brands think and react in terms of innovating collections & reinventing business models. It will also address the concept of sustainability in the fashion industry.	<b>2</b>	^
<b>DMP3025</b>	<b>Major Project: ADM</b> The major project is the culmination of the skillsets learned in the entire three-year course. This is an entrepreneurship project, which will cover concept proposal, market research, target customer identification, conceptualisation, solution development, execution and final presentation.	<b>8</b>	^

YEAR 1

YEAR 2

YEAR 3

**TPFUN**

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You will also take this set of subjects that equips you with the crucial 21st-Century life skills you need to navigate the modern world as an agile, forward-thinking individual and team player.

### TP Fundamentals (TPFun) Subjects

Subject Code	Subject	Credit Units	
<b>BSI3040</b>	<b>Student Internship Programme</b> This structured programme is designed to link your learning with the real work environment. You will be	<b>16</b>	^

placed in organisation(s) with opportunities to apply the concepts and skills acquired in the course of your study. Besides reinforcing technical concepts and mastering of skills in areas that you have been trained, the practical training will enable you to build important skills such as problem-solving, communication, teamwork, and to cultivate good attitude and a strong work ethic.

**BTX1001**

**Effective Communication**

**3**



This subject introduces the fundamentals of effective communication. It also covers how to communicate with and convince an audience through writing and speaking tasks. The skills in this subject will include the application of strategies for communication, appropriate vocabulary, language features, visual aids, tone and style. The **Message, Audience, Purpose and Strategy (MAPS)** framework will also be applied when planning and engaging in written and verbal communication. There will be opportunities to communicate and collaborate through active learning activities, apply digital and information literacy skills and build competence through self-directed learning.

**BTX1002**

**Professional Communication**

**3**



This subject covers professional communication skills for the workplace and employability skills in the areas of career preparation. It covers communication and interpersonal skills, including effective virtual communication etiquette, and conducting oneself professionally in the workplace. In addition, essential career preparation skills such as resume writing and interview skills, needed to seek and secure work would be included. The **Message, Audience, Purpose and Strategy (MAPS)** framework would also be applied when engaging in written and verbal communication.

There will be opportunities to communicate and collaborate through active learning activities, apply digital and information literacy skills and build competence through self-directed learning.

**GTP1301**

**Current Issues & Critical Thinking**

**3**



This subject covers current issues, including diverse local and global concerns, that will impact lives and may have critical implications for Singapore. There will be opportunities to build competence through self-directed learning, communicate and collaborate in active discussions and objectively analyse issues using digital and information literacy skills and critical thinking scaffolds.

**GTP1201**

**Career Readiness**

**1**



This subject focuses on personal management skills. It develops an understanding of one's career interests, values, personality and skills for career success. It covers the necessary knowledge, skills and attitudes needed to succeed in the workplace and achieve professional goals. There will be exposure to apply digital and information literacy skills, build competence through self-directed learning methods, and acquire the skills of being a lifelong learner.




**GTP1202**

**Career Management**

**1**



This subject focuses on career management skills. It covers the importance of workplace readiness skills to adapt and respond to the changing job market environment. Career ownership and continuous learning for lifelong employability will be emphasised. There will be exposure to apply digital and information literacy skills, build competence through self-directed learning, and acquire the skills of being a lifelong learner.

<b>BGS1002</b>	<b>Global Studies</b>  This subject provides essential skills and knowledge to prepare students for an overseas experience. They will examine the elements of culture and learn the key principles of cross-cultural communication. In addition, they will gain an appreciation and awareness of the political, economic, technological and social landscape to function effectively in a global environment. The subject prepares students to be responsible global citizens and leaders who can contribute to the global community through effective communication and collaboration.	<b>3</b> 
<b>GTP1302</b>	<b>Guided Learning*</b>  The subject introduces students to the concepts and process of self-directed learning in a chosen area of inquiry. The process focusses on four stages: planning, performing, monitoring and reflecting. Students get to plan their individual learning project, refine and execute the learning plan, as well as monitor and reflect on their learning progress and project. The learning will be captured and showcased through a curated portfolio. The self-directed learning project will broaden and/or deepen a student's knowledge and skills. Students will enhance their problem solving and digital literacy skills through this subject.	<b>3</b> 
<b>BIN1001</b>	<b>Innovation &amp; Entrepreneurship</b>  The subject is designed for learners from all disciplines to embrace innovation in either their specialised field or beyond. Learners will be taught to apply the Design Thinking framework to develop problem statements, ideate and identify feasible solutions. Learners will be exposed to several tools for prototyping. In addition, commercial awareness will be imbued in learners through various innovation and entrepreneurship concepts or tools.	<b>2</b> 

This subject also prepares students to be self-directed lifelong learners who are digital and information literate. It nurtures communicative and collaborative citizens who can use objective analysis in problem-solving.

**GTP1101**

**Leadership Fundamentals**

**2**



This subject focuses on self-leadership based on the values of integrity, respect, and responsibility. Increasing awareness of self and others will lay the foundations for personal and relationship effectiveness. Consequential thinking, clear articulation of personal values and visions, emphatic listening, and collaboration in serving others are some of the essential skills covered in this leadership journey. There will be opportunities to build and to apply the concepts of being a values-centred leader.

**GTP1102**

**Leadership in Action**

**1**



This subject focuses on Service Learning as an experiential platform to apply the tenets of Self and Team Leadership. Service Learning will be the capstone project for this subject, which will require an analysis of the diverse needs of the community, collaboration with community partners and demonstration of learning, including key elements of empathy. There will be opportunities to build and to apply the concepts of being a values-centred leader.

**LSW1002**

**Sports & Wellness**

**2**



The subject enables students to build a good foundation for healthy living. Students will have the opportunity to participate in hands-on practical sessions where they will experience and develop both physical and technical skills in their chosen sports or fitness activities. Through a structured curriculum that facilitates group participation, practice sessions and mini competitions, students will be



able to build lifelong skills such as resilience, leadership, communication and teamwork. Physical activity sessions will also be supplemented by health-related topics that span the dimensions of health, such as diet, nutrition, stress and weight management, to provide students with a holistic approach to healthy living. This subject also prepares students to be self-directed and accountable for lifelong learning for good health.

TGS1001

**Sustainability & Climate Action\***

3



This subject prepares students to be responsible global citizens and future leaders who can contribute to the global community. It introduces the topics of sustainability and explores how human societies can act to build a sustainable future. This subject focuses on the impact of climate change, potential solutions to climate change, and the future of the green economy from global and local perspectives.

\* Students must choose to take either **Sustainability & Climate Action** or **Guided Learning**.

## GRADUATION REQUIREMENTS

Cumulative Grade Point Average	min 1.0
TP Fundamentals Subjects	36 credit units
Diploma Core Subjects	58 credit units
Option Subjects	26 credit units
Elective Subjects	min 4 credit units
<b>Total Credit Units Completed</b>	min 124 credit units