



CONTENTS

• WELCOME NOTE	3
• ABOUT JD CAMPUS LONDON-----	4
• WHY STUDY FASHION IN LONDON	5
• DISPELLING DOUBTS	6
• SHORT COURSES	7
• FASHION STYLING	8
• INTERIOR DESIGN & STYLING -----	11
• FASHION PHOTOGRAPHY	14
• FASHION MARKETING & ENTREPRENEURSHIP	17
• E-LEARNING & MASTER CLASS-----	20
• ACCREDITATION	22
• ADMISSIONS	23

WELCOME NOTE

Coco Chanel said, “Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening.”

We at JD Campus London endeavor to inculcate in our students this very essence of fashion and the enduring quality of style. We believe that the inspiration for fashion lies everywhere, all we need is to open our eyes to it.

JD Campus London aims at tapping the passion of the candidates and imparting skills and practical training that assist them in making a mark professionally. Our faculty comprises several renowned industry professionals who employ teaching methods that draws out the best in students to guarantee a long and fruitful career in the twin industries of fashion and styling.

Equally importantly, studying fashion and styling in London will give your understanding of the field a whole new dimension and place you in a unique position of witnessing how fashion and style live and breathe in the streets of this global fashion capital. This is going to be an experience of a lifetime.

Welcome aboard!

JD Campus London Team

ABOUT JD CAMPUS LONDON

We live in a world where image and perception are everything. The fashion industry today is growing faster than ever and evolving every second. In fact, it wouldn't be a gross exaggeration to say that for many, especially those in the public eye — whether media, entertainment or other related fields, fashion has pervaded every aspect of human existence. Mediocrity in style is not acceptable anywhere anymore. As a result, there has been a spurt in the number of fashion and personal stylists who manage the light in which an individual, product, or brand is presented to the world.

JD Campus London is an offspring of the current global movement in fashion with its increasing emphasis on and synergy with style. JD Campus London is the latest venture of JD Institute of Fashion, a premier fashion design institute that has produced several designers, stylists and other successful professionals in the fashion industry over the years.

JD Campus London brings with itself the best of many worlds: new premises at a vibrant global fashion centre and a fresh energy and edge in its teaching approach, along with the wisdom of years of experience in bringing out the creative potential of students. Add to that the advantage of a faculty that includes professionals who are successful, renowned *and* active in the industry to ensure every participant in the various programs gains practical knowledge directly applicable in real world situations, and hands-on training in a competitive environment.

Not only that. JD Campus London has a rapidly growing network of top industry professionals and young, creative and passionate alumni already making a name for themselves. This enables subsequent batches of participants to tune in to the latest developments in the world of fashion and styling with regard to trends and opportunities.



WHY STUDY FASHION IN LONDON

For the true fashion acolytes, very few places in the world can compete with London. Consistently ranked amongst the top 5 fashion capitals of the world, the trends that originate from here blaze fashion trails across the globe. London is *the* city both to learn in, and to practice the crafts of, fashion and style. More than 50 percent of jobs of United Kingdom's fashion industry are centered in and around London. And then there's the famous London Fashion Week hosted twice a year. It is one of the "Big Four" that witnesses high profile fashion gurus flying in from all over the world and rakes in upward of £100 million of orders and gives employment to thousands of people.

London has an intense fashion vibe. The city buzzes non-stop with media and arts, celebrities, performers, entertainers, even royalty! It is home to some of the edgiest fashion designers and hosts a global entertainment industry. Vera Wang, Manolo Blahnik, John Galiano, Stella McCartney, Vivienne Westwood, Jimmy Choo, and Christopher Bailey.

London throbs with a vibrant, diverse culture of different ethnicities which adds a fascinating layer to its ultra modern appeal. Symbols and relics of rich history and heritage are everywhere, all paying homage to art, design and aesthetics. Art galleries, museums, palaces, theatres, bridges showcase the different artistic shades of London. On the other hand, SoHo, Covent Garden, Knightsbridge, Kensington and other high streets are fashion lessons in themselves. This is a city where modern, traditional, and futuristic converge.

Studying fashion in London would be nothing short of a dream for anyone who dreams of making it big in fashion. The city in itself is a study of fashion, creativity and inspiration and yes, fun! London celebrates the pure, unadulterated joy of life.

JD Campus London offers the perfect mix to fuel the aspirations and hone the skills of all fashion entrepreneurs in the making by providing the atmosphere, the stage, and the training needed to carve out a successful career in the dynamic and fast paced world of fashion. JDCL is situated in the heart of London amidst beautiful, tranquil surroundings of Little Venice while being just minutes away from all that central London has to offer.



DISPELLING DOUBTS

REASONS WHY JD CAMPUS LONDON IS THE RIGHT CHOICE

"I have studied fashion before. What could I possibly gain out of a short course...?"

JD Campus London's teaching methodology enables interactions, practical training, and networking opportunities with top professionals in the fashion industry.

"I am a little shy. What if I get lost in class...?"

JD Campus London programs maintain a low student-teacher ratio. This ensures that sufficient attention is given to every student for equal participation in activities and discussions. This also enables the tutors to accurately monitor the progress of each student.

"Looking for a place to stay during the course will be a huge problem..."

JD Campus London offers residential courses ideal for non-Londoners and foreign students so they don't have to bother with any extra arrangements.

"I would really like to do a course in fashion and styling but I just can't afford the steep cost of studying abroad..."

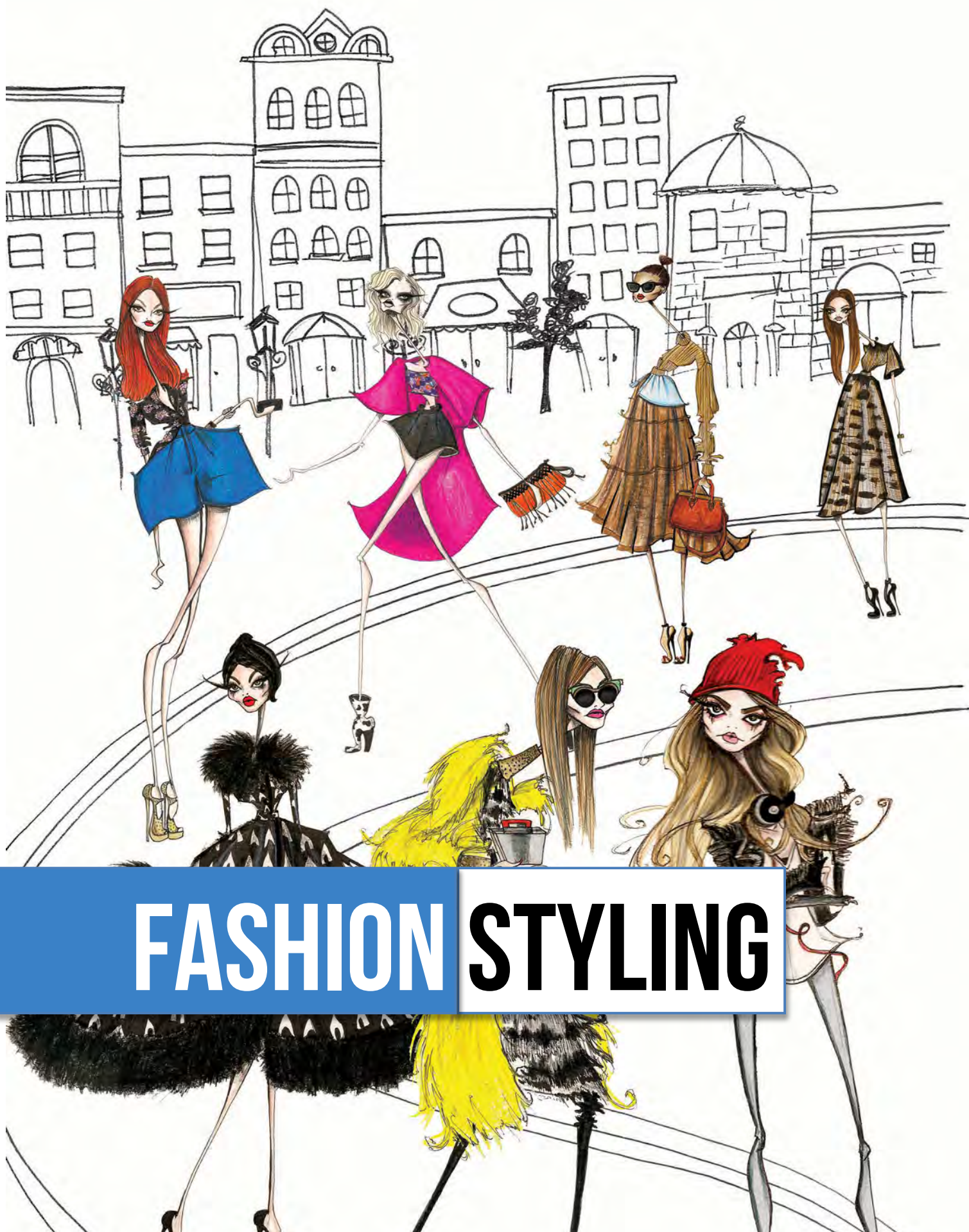
JD Campus London is sensitive to the needs of several aspirants who cannot afford exorbitant fee structures and offers top quality fashion programs taught by top professionals at are extremely reasonable.

"But there are so many fashion schools in my county/city..."

JD Campus London is situated in the vibrant, stimulating environment of a global fashion capital and gives an opportunity to draw inspiration from its fashion, art, heritage and inter-cultural diversity

SHORT COURSES

JD Campus London offers short residential and non-residential courses in four programs for candidates who are new to fashion as well as those who have studied fashion or have worked in the fashion industry and are looking to refresh their understanding and sharpen their skills to get an edge over competition. Beginners could include candidates who are passionate about fashion and seek to make a career in the industry, or others who want to pursue the program as a matter of personal interest.



FASHION STYLING

The importance of style in today's world cannot be denied. It is what defines a person and sets her/him apart. In a world where earnings are on the rise and designer clothes have become more accessible, personal style becomes the point of distinction. Fashion styling, on the other hand, is practically as old as fashion itself and is used to style an image of a product, or brand. That said, the fundamentals of styling remain largely the same in both cases.

A fashion stylist is an expert in style and image, utilizing her/his creative sensibilities and awareness of trends to put together different clothing items and accessories to create a complete "look" during fashion shows, editorial features, print or television advertising campaigns, music videos, concert performances, and any public appearances made by celebrities, models or other public figures.

In terms of styling for a brand, it is the job of the stylist to identify new styles and propose an image that is coordinated with an entire collection. Fashion styling is the fastest growing profession in the fashion world today and opens the gateway to a number of amazing career opportunities.

The short course on Fashion Styling focuses on creative concepts and developing styling skills to create a style through an image. The course gives learners an in-depth understanding of trends, the works of top stylists and how to analyze and interpret different styles through research and experimentation. The course will also delve into the role of a fashion stylist. The teaching methodology will include demonstrations, lectures, discussions and research.





*"Style is a form of individualism
mixed with charisma."*

LEARNING OUTCOMES

- Understand the role and responsibilities of a fashion stylist in the contemporary fashion scenario
- Understand the process of fashion styling and communication through styling
- Ability to think conceptually and execute a brief by demonstrating creative, intellectual and technical abilities

STUDY MODULES

The short programme on Fashion Styling includes 10 modules of study and research work that lay special emphasis on the contemporary fashion styling trends .

- Concepts
- Mood boards
- Working with photographers, hair and make-up artists, and models
- Sourcing product and returns
- Styling kit
- Composition, colour, and mood
- Studio vs. location
- Conceptual editorial styling vs sales driven commercial styling
- Film styling vs. photographic styling
- Fashion editing



INTERIOR DESIGN & STYLING

INTERIOR DESIGN

& STYLING

Interior designers and space stylists are the creative force behind designing the spaces showcased in scores of images that one sees in the media. Interior space styling is about combining aesthetic vision and creativity with functionality. As an interior design consultant or a space stylist, respecting the client's brief is of primary importance.

The short course in Interior Design and Styling prepares learners for a rewarding career in the interior design industry. The in-depth course covers the fundamentals of interior design and trains individuals to become adept at the selection of appropriate color and texture patterns, as well as arranging elements to form a coherent, visually appealing composition. The learners will also get trained in effectively deconstructing a style and make modifications based on the brief given by the client.

On successful completion of the course, individuals will be able to provide design solutions that are aesthetically and functionally coherent and will have sufficient skills and knowledge to execute a brief and implement changes successfully. Participants in the course are asked to present their ideas to design a residential space and commercial interior. They will have an opportunity to gain hands-on experience of styling for a photo-shoot.



"For a space to be successful, the objects in it must communicate with one another, respond and balance one another."

LEARNING OUTCOMES

- In-depth understanding of new age, eco-design trends gaining acceptance across Europe and America.
- Ability to professionally and skillfully style personal living space
- Good understanding of how to create commercial property interiors
- Efficiency in understanding the clients' requirements and be competent in develop a creative concept.
- Practical training and hands-on experience of styling for a photo-shoot.

STUDY MODULES

The short programme on Interior Design and Styling includes 8 modules of study and research work

- The Design Process
- Planning a Room Layout
- Creating Additional Space or Storage Space
- Turning Ideas into Reality
- Working with Colour, Pattern and Texture
- Developing Interior Styles
- Room-by-Room Considerations
- Furniture and Upholstery





FASHION

PHOTOGRAPHY

FASHION PHOTOGRAPHY

Fashion Photography forms a pivotal part of any fashion story. As a genre, it is an art form that focuses on capturing clothing and other items that depict a certain mood, personality, and style of fashion. Fashion photography also happens to be a fundamental element of the entire process of the creation of a promotional and advertising campaign for a brand, product or even an individual.

It plays a vital role in how the audience perceives the brand or human element.

Selection of location, accessories, model, clothes, arrangement of elements in the frame, all come together to form a fashion photograph that is worthy of a quality fashion editorial or ad campaign. A professional and creative fashion photographer is essential for the success of a fashion brand or product. The range of work asked for as part of the profession include creating the visual elements for catalogues, lookbooks, window displays of retail stores.

Top fashion photographers collaborate with the chief editors of fashion magazines during the creation of photo editorials to interpret a fashion product in the most impactful and memorable manner. They also work with an extended team, discussing and incorporating the works of other professionals such as fashion stylists, make-up artists and art directors to create an aesthetic piece of art through fashion.

The short course on Fashion Photography familiarizes participants with the production and planning of shots, selection of garments and accessories, choosing locations and working within a team.

The short course on Fashion Photography will aim to bring out Individual creativity and develop an aesthetic sense for fashion through an understanding conceptual development.





"..Composing the beauty is what separates the snapshot from the photograph."

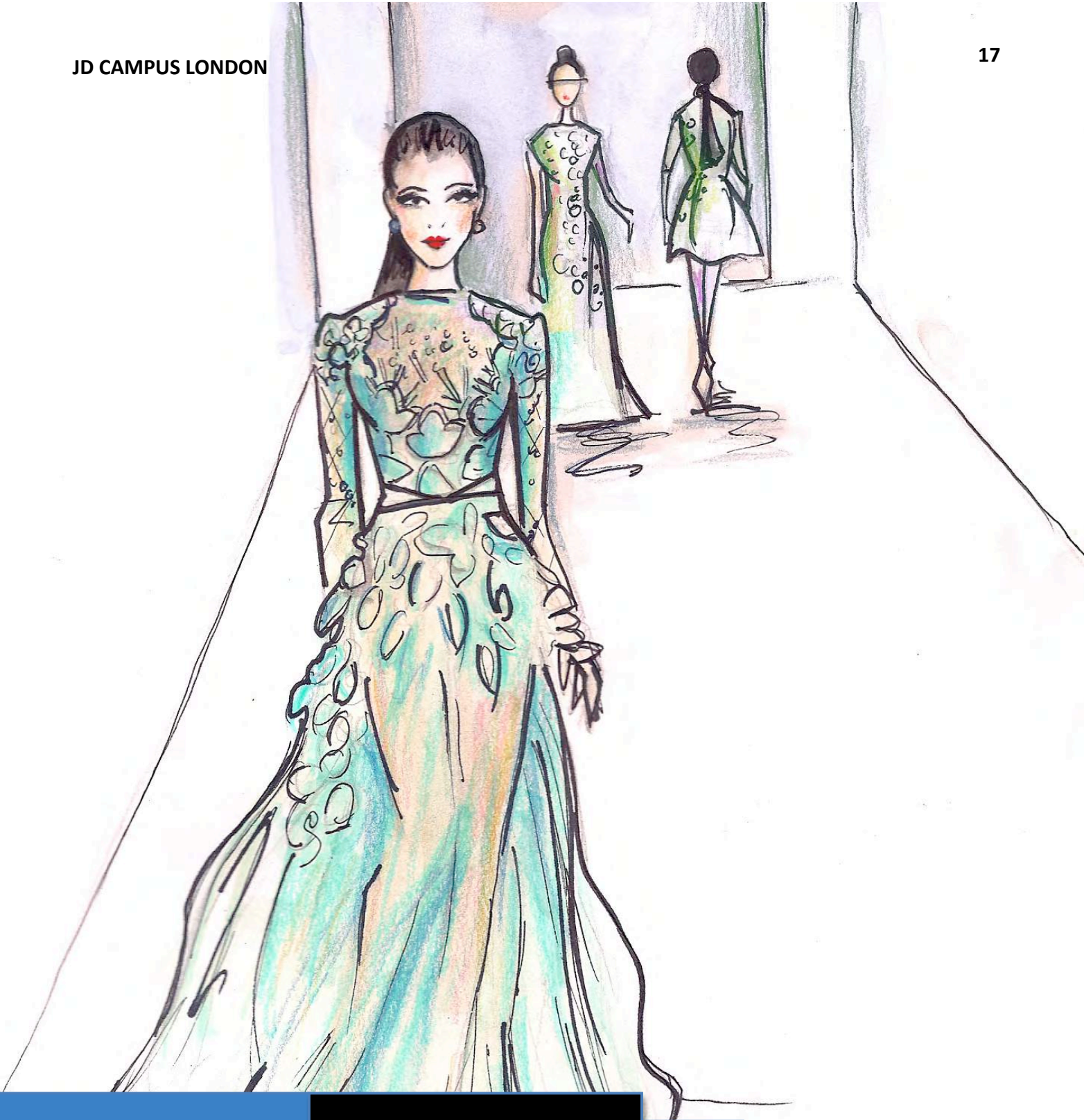
LEARNING OUTCOMES

- Ability to research and conceptualize a photo shoot and familiarity with the production and planning process.
- Understanding of different approaches to fashion photography and knowledge of how to organise, style and execute a fashion photo-shoot.
- Demonstrate efficiency and skill in identifying location, choosing garments and accessories, and working with a team.
- Demonstrate competency in utilizing basic techniques of a photo shoot – shooting a model, understanding make-up and styling, and art of posing.

STUDY MODULES

The short programme on Fashion Photography includes 10 modules of study and research work

- Refresher to basic technical knowledge involved in fashion photography
- Understanding different effects of light - natural light, studio light or combination
- Using camera angles to work best for you
- Understanding the role and use of colours
- Understanding the process – researching ideas; choosing location; styling components, selecting the right model
- Understanding the technicalities required to organize and complete a fashion shoot, including studio set-up
- International trends in Fashion Photography
- Tips to create a personal portfolio
- Shooting a model
- Retouching- fashion photos



FASHION MARKETING &

ENTREPRENEURSHIP

FASHION MARKETING & ENTREPRENEURSHIP

Fashion Marketing and Entrepreneurship forms the business side of fashion because at the end of the day, fashion does serve a commercial purpose. It requires an integration of the creative and business aspects within the fashion industry.

Participants in the short programme for Fashion Marketing and Entrepreneurship can opt for careers in retail buying and visual merchandising or chart an independent path by becoming entrepreneurs. The short programme will shed an introductory light on the essential elements that go into fashion marketing and facilitate participants in identifying which specific area they would like to explore in greater detail, either through a full-time study programme in Fashion Marketing or through an internship in a fashion house or retail store.

The short course in Fashion Marketing and Entrepreneurship is designed to introduce key concepts and provide knowledge of how marketing strategies and management skills are incorporated with technology to gain an understanding of the various segments of the fashion industry. The participants will also explore how creative entrepreneurship and effective marketing can respond to and grow in a fast paced industry that is driven by change.

Fashion Marketing and Entrepreneurship will equip the participants with tools and techniques for managing and organizing a retail space and showroom. The participants will also gain an insight into the fundamental aspects of consumer behavior and will study brand structure and the positioning of a collection or a brand. They will also gain an understanding of brand structure



FASHION MARKETING & ENTREPRENEURSHIP

STUDY MODULES

The short programme in Fashion Marketing and Entrepreneurship will include 9 modules of study and research work.

- Entrepreneurship in the Fashion Industry
- Current Global Fashion Climate - Overview
- Research and Interpretation of Global Fashion Trends
- Analysis of Consumer Profiles
- Business Structure for Starting a Fashion Label
- Practical Aspects of Running a Fashion Business
- Pros and Cons of being an Entrepreneur
- Understanding a Business Plan
- Costing and Pricing





E - LEARNING &

MASTER CLASS

E-LEARNING

The e-learning option is ideal for those who are passionate about subjects related to fashion and styling and interested in gaining knowledge on some of the critical aspects of the industry but cannot take out time to attend classes held in-campus. JD Campus E-learning provides aspirants with a wonderful alternative to study the course material, watch lecture videos and carry out assignments at their own pace and in their own time, virtually!

JDCL'S e-learning courses will give candidates unlimited access to our learning hub for a period of 12 months. During this time, learners can study the modules and work on the assignments in their own time.

What's more, JDCL's responsive e-learning hub gives enrollees the freedom of viewing their modules and watching lectures on a Tablet, PC or a smart phone. The e-learning program is designed such to put all the learners in control of scheduling studies according to their comfort!

Upon completion of the course, a certificate of completion will be issued in the name of the enrollee.

MASTER CLASSES

A Master Class is a short, intensive capsule of a specific topic spanning aspects of fashion and styling. Master Classes work best for professionals who are looking for a refresher on specific focal areas within the spectrum of the fashion sector. For beginners who have enrolled in or completed an E-learning course, the master class offers the perfect platform to meet the subject tutor, engage in discussions and solidify their understanding regarding key points.

Please refer to our website www.jdcampus.co.uk for available courses





ACCREDITATION

BRITISH ACCREDITATION COUNCIL

The British Accreditation Council (BAC) is an independent body, established in 1984 'to improve and enhance the standards of independent further and higher educational institutions by the establishment of a system of accreditation'.

BAC works in close collaboration with accreditation schemes operated by the British Council (in the field of English as a Foreign Language) and the Open and Distance Learning Quality Council.

The system of accreditation established by the three bodies was described by the Rt. Hon. John MacGregor, as Secretary of State in 1990, as 'the only public guarantee of standards in independent institutions of further and higher education in the UK'.

JDCL has been recognized efficiently by the British Accreditation Council as a short course provider for Further and Higher Education in UK only.

ADMISSIONS

ENTRY REQUIREMENTS



JD Campus London is a centre for vocational studying and training. Although academic achievements are given due consideration, they are not the binding criterion for admission in JD Campus London. The school is more focused toward imparting education and training that will be directly applicable in the real world fashion industry scenario and help candidates become not only competent, but brilliant in their chosen profession.

JD Campus London is open to all candidates who have an aptitude and flair for art and design. The school also welcomes candidates who want to apply their creative or business talent to fashion industry and have a desire to build a long-standing career in the industry. We invite candidates who are:

- At least 18 years of age
- Passionate about fashion and style
- Highly self-motivated and driven
- Willing to learn about fashion and devote time and hard work in honing their skills to a very high industry standard, whether as a beginner, or to develop existing styling skills as an experienced professional

JD Campus London is also happy to invite candidates who would like to pursue a course in fashion and style for personal satisfaction and growth. All we ask is they be single-minded in their pursuit of excellence just as our tutors would be in demanding it, regardless of what candidates choose to do post their training in JD Campus London.

INTERNATIONAL STUDENTS



All JDCL courses are taught in English. Please note that all candidates whose first language is not English will be required to provide evidence of their proficiency in written and spoken English as well as their comprehension skills. An IELTS score of 5.5 is desirable. This is because the students are required to participate in class discussions and give presentations during the course of study. Please refer to www.ielts.org for further information.

If a candidate does not hold a UK, EU or EEA passport, our International Students' Admissions Office will provide assistance in filing and obtaining a student visitor's visa which permits her/him to study in the UK. JD Campus London supports all international

students through the visa process and provides the necessary paperwork for visa authorities as proof of study at the college.

For further details, the Home Office Page may be referred to: www.ukba.homeoffice.gov.uk/visas

To avoid any complications, we highly recommend that international students opt for JD Campus London's residential courses. This option ensures a hassle-free travel and stay for the candidates as JD Campus then assumes all responsibility to make all arrangements for the students starting from their departure to their return to the home country.

FEES, PAYMENTS & WITHDRAWALS

2014 Rates

Course (Type/Duration)	Standard fee
1 month residential short course	£3000
1 month non-residential short course	£2000
E-learning course	£299
1 day Master Class	£399

Residential short course fee is inclusive of:

- Tuition fee
- Round trip airfare from the nearest city with flights to London Heathrow,*
- Accommodation including all meals lunch, dinner and breakfast
- Transportation within London for the entire duration of the course and all programme-related activities which include museum/exhibitions visits, social events and photo-shoot at a studio with a crew of industry professionals.

**An air fare surcharge may apply to certain*

countries.

Non-Residential short course fee is inclusive of:

- Tuition fee
- Round trip airfare from the nearest city with flights to London Heathrow*
- Transportation within London for all programme-related activities which include museum/exhibitions visits, social events and photo-shoot at a studio with a crew of industry professionals.

**An air fare surcharge may apply to certain countries.*

Note: Accommodation and food is not included in this package.

Master Classes are conducted at the campus on weekends. The duration is 2 to 3 contact hours with the tutor.

HOW TO PAY

Admission to JD Campus London is given on a first-come first-served basis provided the entry requirements are met. Admission will only be confirmed once the fees is paid prior to the start of the course. JDCL accepts payments through credit/debit cards. Payments can also be made online via bank transfer or through Paypal. and payments can be made online. Paypal payments are also acceptable. For further assistance, please email us at enquiries@jdcampus.co.uk

CANCELLATION WITHDRAWAL

OR

HOW TO APPLY

Residential/ Non Residential short courses

Candidates who should decide to withdraw from a course before its commencement will be given a refund of the amount paid after deducting any charges that may have been applied by a third party.

International Students: In case a visa is denied, a full refund after deducting £50 as administration fee will be processed.

Please note: No refunds will be processed upon candidate's cancellation once the course has commenced.

E-Learning course

No cancellations shall be accepted once the login/access details to the course have been shared.

Master Class

Refunds may be processed if a candidate should decide to withdraw from the class before receiving a confirmation of seat from JD Campus London.

We will be unable to process any refunds once a seat for the candidate is confirmed.

Please complete and submit the following course application form. This requires you to fill in your personal details, and to complete a short personal statement sharing previous experience if relevant. You are also required to write a statement of purpose letting us know what you would like to gain from study at JD Campus London.

Completed application forms should be emailed to enquiries@jdcampus.co.uk

(SEE FORM ON PAGE 28)

If you have relevant fashion-based experience, please include samples of your visual or written fashion-based work with your application form.

APPLICATION DECISION

JD Campus London authorities will email or call you within 72 hours of receipt of your application to discuss and verify details and confirm if there is a place available in your chosen course of study.

COURSE CERTIFICATION

JD Campus London is accredited by The BAC (British Accreditation Council). All participants get a certificate of completion.

Participant Application Form

Personal Data – please complete all questions

First Name	
Last Name	
Gender Male/ Female	
Date of Birth	
Nationality	
Passport No.	
Contact Address	
Phone: Home	
Phone: Mobile	
e-mail (we will use this as our main form of contact)	
Person to be informed in case of emergency Name, address, and phone no.	

Please mention if you have any disability. Yes/No. Please specify.	
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Course applied for:

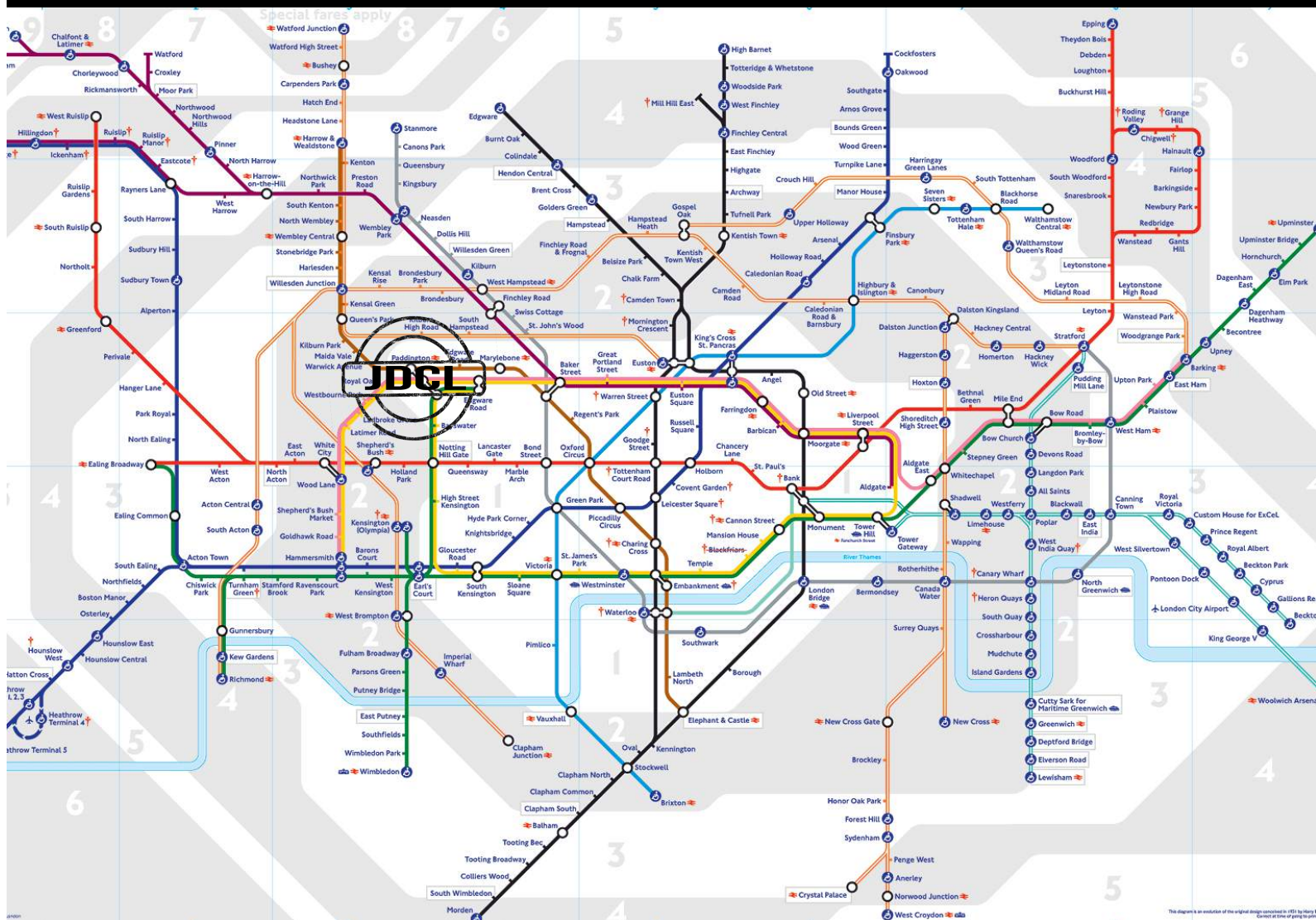
Academic Qualification

Name of Institute & address	From To	Examinations passed

Please answer the following questions:

Are you a UK citizen?
Yes No

Are you an EU or EEA citizen?
Yes No



JD CAMPUS LONDON

2 Lord Hills Road,
Paddington,
London. W2 6PD.

www.jdcampus.co.uk

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