

Fashion and business strategies

(Taught in Bulgarian language)

Brief presentation of the program:

Program "Fashion and Business Strategies" is a unique combination of theory and practice in the field of fashion design, which successfully combines courses in creative direction and business oriented courses. Knowledge and skills acquired during the training, enabling graduates to work and realize their projects not only as designers and stylists, but also as marketing and management professionals in the fashion industry. The program offers courses in the design of clothing and textiles, construction, technology and molding, media and advertising, marketing and fashion merchandising strategies led by professionals with proven practice.

The program offers preparatory module for candidates from other educational areas.

Major and qualification:

Major: Fine Art

Qualification: Master in fashion

Program

1st year, semester 1

Basic courses (credit)

MODM101 Design process, part I - 30 h, 3 cr.

MODM102 Molding – volumetric illustration, part I - 30 h, 3 cr.

MODM103 Fashion and advertising - 30 h, 3 cr.

MODM104 Textile techniques - Print studio - 30 h, 3 cr.

MODM105 Design of knitting products - 30 h, 3 cr.

MODM106 Computer graphics in fashion - 30 h, 3 cr.

MODM107 Brand building - 30 h, 3 cr.

Extracurricular learning modes (credit)

MODM108 Individual work: Design process, part I - 30 h, 3 cr.

MODM109 Project: Molding – volumetric illustration, part I - 30 h, 3 cr.

MODM110 Project: Fashion and advertising - 30 h, 3 cr.

MODM111 Project: Print studio - 30 h, 3 cr.

MODM112 Individual work: Design of knitting products - 30 h, 3 cr.

MODM113 Project: Computer graphics in fashion - 30 h, 3 cr.

MODM114 Individual work: Brand building - 30 h, 3 cr.

1st year, semester 2

Basic courses (credit)

MODM201 Design process, part II - 30 h, 3 cr.

MODM202 Molding – volumetric illustration, part II - 30 h, 3 cr.

MODM203 Media and communications in fashion - 30 h, 3 cr.

MODM204 Marketing strategies in fashion - 30 h, 3 cr.

MODM205 Brand management - 30 h, 3 cr.

MODM206 CAD CAM system SPEEDSTEP - 30 h, 3 cr.

MODM207 Textile Techniques - surfaces - 30 h, 3 cr.

Extracurricular learning modes (credit)

MODM208 Individual work: Design process, part II - 30 h, 3 cr.

MODM209 Project: Molding – volumetric illustration, part II - 30 h, 3 cr.

MODM210 Project: Media and communications in fashion - 30 h, 3 cr.

MODM211 Individual work: Marketing strategies in fashion - 30 h, 3 cr.

MODM212 Individual work: Brand management - 30 h, 3 cr.

MODM213 Individual work: CAD CAM system SPEEDSTEP - 30 h, 3 cr.

MODM214 Project: Textile techniques - surfaces - 30 h, 3 cr.

2nd year, semester 1

Basic courses (credit)

MODM301 Design process, part III - 30 h, 3 cr.

MODM302 CAD CAM system OPTITEX - 30 h, 3 cr.

MODM303 Fashion management and merchandising - 30 h, 3 cr.

MODM304 Knitting products - design, modeling and technology - 30 h, 3 cr.

MODM305 Technology of clothing - 30 h, 3 cr.

MODM306 Cultural and social contexts in fashion - 30 h, 3 cr.

MODM307 Haute couture - design and construction - 30 h, 3 cr.

Extracurricular learning modes (credit)

MODM308 Practice: Fashion and business strategies - 150 h, 15 cr.