The Faculty of Art: Where Creativity Meets Technology

Visual Storytelling & Commercial Persuasion

Cinematography

Definition: The art and technique of movie photography, focusing on camera choice, lighting, and film stock to create a specific visual language for a director's vision.

Skills Needed: Strong visual eye, technical understanding of light and optics, physical stamina, and collaboration.

Skills Gained: Expertise in professional camera systems (ARRI, RED), lighting design, color grading, and visual storytelling.

Career Paths: Director of Photography (DP), Camera Operator, Gaffer (Chief Lighting Technician), Colorist, Steadicam Operator.

Advertising

Definition: The strategic process of creating persuasive messages to promote products, services, or ideas. It combines design, psychology, and market research.

Skills Needed: Creative writing, psychological insight, persuasion, graphic design basics, and trend awareness.

Skills Gained: Strategic branding, consumer behavior analysis, copywriting, art direction, and digital marketing.

Career Paths: Creative Director, Copywriter, Art Director, Media Planner, Account Manager, Social Media Strategist.

Television Division

Definition: Focuses on the production and broadcast of content specifically for television and digital streaming, ranging from news to episodic series.

Skills Needed: Multi-tasking, working under tight deadlines, clear communication, and organizational skills.

Skills Gained: Studio production, live broadcast engineering, scriptwriting for TV, sound mixing, and production management.

Career Paths: TV Producer, News Director, Broadcast Engineer, Script Supervisor, Video Editor, Showrunner.

Your Creative Work Matters

Admissions for these majors are often **portfolio-based**. While your grades are important for general admission, your creative work often carries equal weight.

IB Diploma (International Baccalaureate)

Recommended Subjects: Visual Arts (HL), Film (HL), English Language and Literature (HL), and Psychology (useful for Advertising).

Favorable Grades: A total of **34–37 points**. HL subjects should ideally be **6 or 7**.

American High School System

Recommended Subjects: AP 2-D Art and Design, AP English Language, AP Psychology, and AP Computer Science (useful for digital media/advertising).

Favorable Grades: A GPA of **3.5–3.8+** (Unweighted). AP exam scores of **4 or 5** are highly favorable.

IGCSE & A-Levels

Recommended Subjects: A-Level Art & Design, Media Studies, English Literature, and Sociology or Business (for Advertising).

Favorable Grades: A*AA to ABB at A-Level. IGCSE results should include English and Math at **Grade 6 (B)** or above.

Showcase Your Talent

Cinematography

A "Sizzle Reel" (2-3 minute video) showing your best lighting and framing work, or a series of 10-12 high-quality photographs demonstrating "narrative" lighting.

Advertising

A "Spec Campaign" showing a series of ads (print or digital) for a fictional brand, including a brief explanation of the target audience and strategy.

Television

A short scripted scene or a link to a "News Package" or interview you have produced/edited.

4. Key Resources

Industry Insights & Guidance

- **American Society of Cinematographers (ASC)**: The premier organization for professional cinematographers, offering technical guides and journals.

- **AdAge**: The top industry resource for advertising news, creative campaigns, and market trends.

- **British Academy of Film and Television Arts (BAFTA)**: Excellent for discovering the standards of excellence in TV and film production.

- **UCAS Subject Guide: Media & Film**: Detailed entry requirements and university search tool for UK-based schools

Fashion Design & Its Branches

Fashion design is typically divided by target market, demographic, or technical specialization.

Main Branches

- **Womenswear, Menswear, & Childrenswear:** The primary branches focused on clothing for specific body types and lifestyles.
- **Haute Couture (High Fashion):** Exclusive, custom-fit garments created by hand with extreme attention to detail and premium materials.
- **Ready-to-Wear (Prêt-à-Porter):** High-quality, factory-made fashion available in standardized sizes, balancing style with mass production.
- **Sportswear & Performance Wear:** Focuses on functional, durable, and flexible clothing for athletes and active lifestyles.
- **Sustainable (Eco) Fashion:** A growing branch centered on ethical production, circular economy, and eco-friendly materials.
- **Accessory & Footwear Design:** Specializing in the "ornamental" side—bags, jewelry, glasses, and shoes.
- **Fashion Technology:** The use of 3D modeling (CLO 3D), smart textiles, and AI to design and manufacture garments.

Skills Needed & Gained

Needed (Entry): Manual dexterity for sewing/handcrafts, a strong eye for color and silhouette, spatial awareness, and basic drawing ability.

Gained (Degree): Mastery of pattern drafting and draping, textile science (understanding fabric behavior), CAD (Adobe Illustrator/Photoshop), trend forecasting, and brand management.

Possible Career Paths

- **Fashion Designer / Creative Director:** Leading the vision for a collection or brand.
- **Fashion Illustrator:** Creating visual representations of designs for marketing and production.
- **Fashion Buyer / Merchandiser:** Choosing what products a retail store should stock based on trend data and budget.
- **Costume Designer:** Designing for film, television, theater, or the gaming industry.
- **Garment Technologist:** Ensuring designs can be mass-produced while maintaining quality and fit.
- **Fashion Stylist:** Curating looks for celebrities, magazines, or runway shows.

2. Academic Requirements & Favorable Grades

Portfolio-Based Admissions

Like other art-based faculties, Fashion Design relies heavily on a **creative portfolio** for admission.

IB Diploma

Required/Recommended: Visual Arts (HL) is almost always mandatory. Design Technology (HL) is highly recommended.

Favorable Grades: Total **32–35 points**; a **6 or 7** in Visual Arts HL.

American High School

Required/Recommended: AP 2-D Art & Design and AP Drawing. Subjects in English and Business are helpful for the commercial side.

Favorable Grades: Unweighted **GPA 3.3+**; AP scores of **4 or 5** in art subjects.

IGCSE & A-Level

Required/Recommended: A-Level Art & Design or Textiles. IGCSE subjects must include English and Math.

Favorable Grades: ABB to BBB at A-Level; IGCSE English/Math at **Grade 5 (C)** or higher.

Your Visual Resume

For Fashion Design, your portfolio is your "visual resume." It must show both your artistic flair and your technical potential.

01

Sketchbooks & Concept Work

Show your "mood boards"—collage images, fabric scraps, and color palettes that show how you arrived at a design concept.

02

Figure Drawing & Illustration

Include fashion "croquis" (sketches) showing how garments sit on a moving body.

03

3D Evidence

Photos of a garment you made, a sculpted accessory, or even a piece of fabric you experimented with (dyeing, embroidery, or weaving).

04

Process Over Perfection

Don't just show finished photos; include photos of your mistakes, pattern mock-ups, and "stand work" (fabric draped on a mannequin).

4. Resources

Essential Fashion Industry Resources

- **The Business of Fashion (BoF)**: The definitive source for industry news, global fashion trends, and professional education.

- **University of the Arts London (UAL) - Fashion Portfolio Guide**: Direct advice from one of the top fashion schools in the world.

- **CFDA (Council of Fashion Designers of America)**: A resource for discovering scholarships, internships, and American fashion standards.

- **WGSN**: The world-leading consumer trend forecaster used by professional designers to predict future styles.