Fashion Merchandising Program Overview

Fashion is a billion dollar business, billions in fact. The demand for highly trained fashion merchandisers continues to increase exponentially with the accelerated growth of the fashion and retail industries. As these industries flourish, career possibilities are endless. Fashion merchandisers command fluid skills that can be transferred to a multitude of diverse and challenging career opportunities: retail buyers, visual merchandisers, store planners, inventory control specialists, wholesale agents, manufacturers, retail managers, fashion stylists, fashion show coordinators, fashion public relations specialists, entrepreneurs and many more. By covering the complete range of the fashion industry, graduates of the Fashion Merchandising Program are well equipped to handle the dynamic, complex and creative world of fashion.

The Fashion Merchandising Diploma Program: students must complete twenty courses of three credits each, totaling 60 credits to graduate. This comprehensive program is divided into four semesters, over a one year period. All subjects must be successfully completed in order to receive a Diploma.

Program schedules: Fashion Merchandising students attend five classes per week. Classes are scheduled on a three day per week basis, for a total of twenty hours per week. Class schedules are available M-T-W, M-T-Th or W-Th-F. Students must be completely available Monday through Friday, as schedules may change in each semester.

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Note: The college reserves the right to change course offerings, course content, facilities, faculty, tuition fees and course schedules without notice.
Fashion design runs the gamut from high to low, conservative to alternative and couture to disposable. Whether you consider fashion to be artistry, personal expression or a reflection of the times, fashion design is an integral part of our every day lives.

The creation of a single fashion design involves hundreds of decisions and dozens of processes. From the initial inspiration and conceptualization, garment sketches or fashion illustrations are often used to fully render the design. As your design begins to take shape, you have to factor in fashion trends and forecasting, market research and how you want to build your collection and brand. Once you have these decisions made, it’s off to the actual construction of the garment: selecting the fabrics, patternmaking and sizing and cutting the fabric. Then sample garments are made, costing details and specification sheets are created and then the promotion of the garment and your collection begins. PR kits, media releases, advertising campaigns, fashion shows, trunk shows and the list goes on.

The Fashion Design Program at the Blanche Macdonald Centre fully prepares you for the fashion industry and your role as a Fashion Designer.

The one-year Fashion Design program is divided into four semesters. This comprehensive program is comprised of 22 subjects for a total of 63 credits. All subjects must be successfully completed in order to receive a diploma.

Program schedule: Fashion Design students attend six classes per week. Classes are scheduled on a three day per week basis, for a total of twenty hours per week. Class schedules run M-T-W or W-Th-F.
### Course Number

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### Graduation Fashion Show

For Fashion Design students, your intense one-year of study culminates in a graduation fashion show. At this gala event, your carefully edited fashion collections are staged in a first class venue using professional models and makeup artists. This production is showcased to hundreds of people in the industry, prospective employers, media, family and friends. This event has been sold out year after year, generating significant media exposure for our new design graduates and extensive industry and employment opportunities.

Note: The college reserves the right to change course offerings, course content, facilities, faculty, tuition fees and course schedules without notice.
Designed by Fashion Design graduate Kaitie Quinn
ADPR 220  ADVERTISING PROCEDURES
This course will provide a basic understanding of advertising procedures and basic advertising techniques as they relate to the other components of business and marketing procedures. Learn how to create and execute advertising campaigns for newspaper and magazine layouts, radio ads, television commercials, billboards, direct mail, transit advertising, etc. Production procedures, cost calculations, media buying, graphic design and layout, presentation formats will be covered.

ARTT 410  ART & TECHNOLOGY
Computer Technology becomes increasingly important in the Fashion Industry. In this Introduction to PhotoShop and Adobe Illustrator, students will be able to work with previously completed projects and concepts learned in other subjects OR will be able to work on projects assigned in this semester. Create layouts for your own portfolio. Design promotional material, ads and layouts for newspapers, magazines, brochures. Learn about E-tailing and how to post and maintain a web site.

ENTR 340  BUSINESS ENTREPRENEURSHIP
The focus is on providing an understanding of the basic requirements for success in an entrepreneurial career including new venture start-up and development process. The course will cover the basic techniques, practices and terminology used in starting and operating a small business. Examine the Canadian business structure and such key topics as private companies, limited companies, partnerships, accounting procedures, financial projections, cash flow, management and personnel policies. The course will provide an understanding of the essential components of a successful business plan.

RES 240  CAREER PREPARATION
Enrich your professional image by upgrading your skills in business communications, career awareness, job search, assertiveness and public speaking. Identify your marketable employment skills; design and present a resume, cover letter, thank-you letter, interview script. This specially designed course also includes techniques to build self-esteem and self-confidence as well as a Loss Prevention certification workshop.

COS 435  COSTUMING FOR TV & FILM
Learn what really happens in the Wardrobe Department - in the truck and on set. Use a real TV or film script to learn script analysis for potential costume information. Learn how to create a character chart and design a suitable wardrobe for a selected character. Emphasis will be on contemporary costume. Costume design and wardrobe for music video will be discussed. Lectures will include handling on-set emergencies, fabric breakdown and garment ageing, garment maintenance and oh-so-important continuity. A brief history of film costuming will be included as well as an introduction to important film costumers.

DESA 450  DESIGN AWARENESS (MERCHANDISING)
This course takes you “Inside the Designer’s Studio” and beyond. What really happens? Designers need and often use merchandisers as part of their working and support teams. Learn how a line of clothing - large or small - is inspired, created, manufactured, styled for the runway and photography. Develop an understanding of the design process including use of forecasting sources, finding fabrics and finishings, budgeting, costing and sizing, creating flats and spec sheets and promotion of the finished collection.
FDES 110  DESIGN COLLECTIONS I
In this course, students are offered the opportunity to solve design problems with both creativity and functionality. Students are introduced to the fundamental concepts of apparel design. Elements and principles of design are fully explored through lecture, discussion and presentation. Participation in weekly critiques will allow the student to analyze and assess their work. Students will demonstrate the ability to communicate design direction individually and in teams. This course prepares the student to move forward with a personal approach to designing their own collections.

FDES 210  DESIGN COLLECTIONS II
This course concentrates on the student’s development as a designer. Students will explore, research and fully develop a seasonal collection. The focus is on the balance between the creative and practical aspects of the design process. Students will create an original portfolio or catalogue-style presentation format will be created for the collection. Designs from the collection will be fully realized for further presentation.

COMM 420  EFFECTIVE COMMUNICATIONS
Learn to improve your communication ability - written and oral. Students will practice writing short editorial, fashion copy, business letters, press releases, proposal writing for free-lancers. Whether you are selling yourself or selling on the retail floor, strong oral communication skills are a must. Will your future job include interviews, interviewing others, sales meetings, staff training, line presentations, fashion show commentary, fashion reportage?

FASA 150  FASHION AWARENESS I
This survey course explores the history and development of 20th century fashion. Become aware of the major fashion changes that occurred, as well as the social, political, economic situations and events that set the scene for these changes - from the Edwardian Period through the 1920’s, 30’s, 40’s, 50’s, 60’s and 70’s. The contributions of century-shaping designers such as Poiret, Vionnet, Chanel, McCardell, Dior, Yves St. Laurent and Courreges will be studied as well as their influence on current fashion. Lectures are enhanced by extensive use of visuals including period film and video clips.

FASA 250  FASHION AWARENESS II
In this study of current fashion and designers you will learn what is happening in fashion from the 80’s to NOW in the major fashion centres: Paris, New York, Milan, Tokyo and London. What is couture? What is pret-a-porter? What are the lasting influences and contributions of the “big name” designers? Who are the hot new designers to watch? You will be able to recognize their work, their individual “touches”, recurring themes, special construction techniques. Instruction is supplemented by extensive use of fashion publications and videos.
Note:  Fashion Awareness I is not a prerequisite for Fashion Awareness II.

FELM 350  FASHION ELEMENTS
The language of fashion is invaluable in all areas of design and merchandising from writing fashion copy and commentary, portfolio preparation, retail sales and buying to pattern making. Learn fashion terminology and be able to recognize and identify elements of garments: basic silhouettes, necklines and collars, sleeve styles, pants & skirts, outerwear, prints and patterns, garment details and more. Ethnic origins of fashion are included. Learn to draw clear illustrations using a croquis figure. Current videos and publications are used for garment analysis.

FASA 100  FASHION HISTORY
This course is designed to provide an historical survey of fashion. It provides information to aid in the understanding of the major factors which promote change in the fashions people wear. A look at western history and geography gives an understanding of the eras and cultures which had major influences on fashion – from Europe in the Middle Ages, to the Renaissance and Tudor/Elizabethan eras –through the Baroque, Rococo and Empire periods to the first half of the 19th century. Lectures and discussions are enhanced by the use of period film, slides and visuals.

FILL 115  FASHION ILLUSTRATION (MERCHANDISING)
This course has been created specifically for Merchandising students and no previous drawing experience is required. It covers the differences between real body proportions and the fashion figure proportion as well as perspective, value, movement and balance. Learn to create flat (technical) drawings and industry spec sheets. Overcome your fear of illustration through extensive drawing and live model drawing.
FILL 110  FASHION ILLUSTRATION I (DESIGN)
Learn the differences between real body proportions and the fashion figure. Study classic proportions and develop the fashion figure in your own style. Explore specific drawing concepts and how to incorporate these into illustrations. Various media are used including gouache, pen, ink, pencil and charcoal. Collect photographic and illustrative material for a personal reference source. Classes include live model drawing. The course includes technical drawing in the form of flats and industry spec sheets.

FILL 210  FASHION ILLUSTRATION II
PRE-REQUISITE: FASHION ILLUSTRATION I
Explore colour through subtractive colour theory with the use of gouache. Develop your own colour file book for future reference purposes. Learn how to render specific fabrics and garment styles using a wide range of media and techniques. Begin to develop a polished and professional portfolio. Textile and print design is included. Further personal development is encouraged through a series of explorations.

FILL 310  FASHION ILLUSTRATION III
PRE-REQUISITE: FASHION ILLUSTRATION I AND II
This course focuses on the development of polished, professional fashion imagery for presentation. Students will illustrate an entire line from Designer Collections II. Story boards related to fashion drawings are created. Students expand their personal styles through the extensive study of professional illustrators and their work.

MRCH 200  FASHION MERCHANDISING
An overview of the fashion industry - from the primary industry to retailing. Study the social, economic, political, psychological and technological factors that influence fashion trends, fashion buying and merchandising. Identify fashion trends and chart their development on the fashion cycle. Merchandising practices of retail organizations are discovered through field work and in-class discussions.

FPRO 350  FASHION PROMOTION & MARKETING
This course has been created specifically for Fashion Design students. Knowing how to market your product is essential to survival in this competitive business. The focus will be on how to show and market your product through portfolio development, printed promotional materials including press kits and utilizing the fashion show as a selling tool.

FSP 230  FASHION SHOW PRODUCTION
What’s behind the planning of a fashion show? Learn the ins and outs of a professional production - from the selection of models, garments, and venue to the staging, lighting and music. Whether it's a mini show or a massive production, you’ll learn all the how-to’s including styling the garments and selecting the hair and make-up look. A fast-paced career for those with lots of creative energy, imagination and organizational skills.

STYL 330  FASHION STYLING
This hands-on course is all about creating the “right look” for different types of fashion shoots: editorial, catalogue, advertising. Learn how to project the right promotional image for the featured fashion product. Examine current fashion trends and learn how to create different fashion looks with different accessories; how to fit clothes on models; how to work with the photographer, makeup/hair stylist and the art director to create the total image. Students will have the unique opportunity to style a fashion shoot at a photographer’s studio. Contact sheets will be critiqued and prints made available for portfolio purposes.

FWS 315  FASHION WHOLESALING
Learn the ins and outs of fashion wholesale marketing: how to become an agent (manufacturer’s rep.), the function and structure of an agency, domestic and import collections, setting up a showroom, calling potential customers and developing accounts, presenting clothing lines to buyers, writing orders, surviving market weeks.
GARMENT CONSTRUCTION COURSES

Note: Industrial and domestic sewing machines are provided at the college for classroom use. In order to complete assignments, projects and collections, students should have basic sewing skills and must have access to a sewing machine at home.

CONS 100 GARMENT CONSTRUCTION I
This course provides the opportunity to gain practical experience in the use of industrial sewing machines. Students will become familiar with construction methods and techniques - both industrial and couture - and will produce a reference book of samples of sewing techniques.

CONS 200 GARMENT CONSTRUCTION II
PREREQUISITE: GARMENT CONSTRUCTION I
This course provides the opportunity to further develop a familiarity with construction methods and techniques. The sewing sample book will be continued. A fully lined tailored jacket will be constructed.

CONS 300 GARMENT CONSTRUCTION III
PREREQUISITE: GARMENT CONSTRUCTION I AND II
Further develop your knowledge of garment construction techniques. The sewing sample book will be completed including boned bustier with lace onset. A swimsuit will be constructed from a pattern drafted in Pattern Making III. The first of 3 required Grad Show garments will be completed.

CONS 400 GARMENT CONSTRUCTION IV
PREREQUISITE: GARMENT CONSTRUCTION I, II AND III
Students will complete their other 2 required garments for the Graduation Fashion Show using patterns they have drafted in Pattern Making IV from their own design. For each garment, the design and fabric will be analyzed to determine the necessary construction methods, construct a muslin, fit, adjust the pattern and construct the finished garment.

MANU 305 INTRODUCTION TO MANUFACTURING
Gain knowledge and understanding of production and management techniques in the manufacturing industry. Learn the organization of the Production Department and analyze the developmental stages of a specific line of merchandise from design through production to presentation. Create a factory plan and a collection story board. Field trips to local manufacturers are included.

MARK 140 MARKETING ESSENTIALS
Examine the Canadian Marketing system and discover its role and operation within the total Canadian economy and within each individual business. Relate the basic marketing principles of price, product, promotion and place to fashion businesses. Learn about target marketing, market segmentation, channels of distribution, case analysis of marketing problems, and more.

PATT 100 PATTERN MAKING I
Students will draft bodice, skirt, pant, dress and sleeve blocks in standard size 6 for use in subsequent courses. Students will learn how to take accurate body measurement and to use these measurements to draft individual blocks. Manipulation of blocks for a variety of skirts, bodices, sleeves and collars will be included.

PATT 200 PATTERN MAKING II
PREREQUISITE: PATTERN MAKING I
Students will cover jacket linings and interfacings, kick pleats and pockets. Skirt, bodice and pant blocks will be graded. Pattern interpretations will be created from provided sketches. Pattern Making II also includes an introduction to draping.
SEW 115  LABS
Labs provide a time to work on unfinished Garment Construction projects or Pattern Making projects as well as the opportunity to practice on the machines, finish samples and complete Graduate collections.

TEXT 120  TEXTILES
A study of natural, semi-synthetic and synthetic fabrics; their development, characteristics and application to fabric performance. Fiber processing, fabric construction, finishes, and fabric care are studied. This course is taught from the point of view of the consumer and the retailer (with emphasis on modern fabrics and developments). Completing a fabric swatch book will aid in the identification of fibers, yarn types, fabric construction processes, colour application methods and application of textile finishes.

VISM 130  VISUAL MERCHANDISING
You don’t sell if you don’t show, and we’ll show you how to sell by creating a visually exciting retail environment. A series of practical exercises will cover creating shadow boxes and panels; displaying accessories and cosmetics; dressing a bust form and mannequin, pinning techniques. Learn how to use visual merchandising materials and tools, how to source props and fixtures. Store windows and point-of-sale displays are studied and critiqued.

Note: The Blanche Macdonald Centre reserves the right to cancel or postpone classes due to insufficient registration. Course offering, schedules, curriculum, instructors, facilities, fee schedules and course content may be changed without notice. The brochure material is the exclusive copyright of the Blanche Macdonald Centre, a division of Pacifique Riche Enterprises Ltd.
Fashion Careers
Dozens of creative and challenging entry-level career positions are available to our Fashion Merchandising and Fashion Design graduates. The following is a sampling of some of the career opportunities in the fashion industry.

Fashion Stylist  
Retail Buyer  
Visual Merchandiser/Display Artist  
Fashion Importer  
Fashion Illustrator  
Special Events Coordinator  
Store Planner  

Store Trainer  
Fabric Stylist  
Boutique Owner  
Sales Promotion Associate  
Inventory Control Associate  
Wardrobe Consultant  
Wholesale Representative  
Merchandising Associate  
Merchandising Manager  

Fashion Designer  
Private Label Designer  
Assistant Designer  
Showroom Sales Rep  
Fashion Distributor  
Fashion Researcher  
Patternmaker  
Fashion Commentator  
Fashion Advisor  

Fashion Copywriter  
Publicity and Promotions Associate  
Department Manager  
Fashion Instructor  
Fashion Show Coordinator  
Entrepreneur
General Information

ABOUT VANCOUVER

Critics agree. Vancouver is one of the most beautiful cities in the world. Known as the “Jewel of the Pacific Rim”, Vancouver is a city that is vivid and vibrant, a multicultural hub that has international sophistication, rich cultural resources and breathtaking scenery. Set against the spectacular landscape of snow-capped mountains, primitive rainforests, and the Pacific Ocean, Vancouver’s natural splendour will dazzle and engage you. Home of the 2010 Winter Olympics, students will find that Vancouver is a safe and friendly city that is easily accessible with pleasant temperatures all year round.

With miles of pristine public walkways, beautiful beaches that hug the coastline, and numerous bike paths and hiking trails, the city’s outdoor activities are endless. The international ski resort of Whistler is easily reachable within a two-hour drive and the provincial capital Victoria, with its touches of British Colonialism, is a simple ferry ride away.

Vancouver is a city brimming with cultural events, world class shopping, gourmet restaurants with an endless array of international cuisines and a vibrant nightlife. Developing a reputation as “Hollywood North”, Vancouver’s local film production exceeds over a billion dollars annually. Hundreds of movie and television productions have been filmed in BC, including such major feature films as the X-Men series, I-Robot, and the Scary Movie franchise.

All in all, if Vancouver is a wonderful place to visit, it is an even better place to live.
REPUTATION
Established since 1960, the Blanche Macdonald Centre has earned a well-deserved reputation as the college of choice. Nowhere else will you find an academic institution where the depth of caring, support, and mentoring is combined with such a dynamic and creative environment, unparalleled academic excellence, exceptional industry recognition and outstanding graduate achievements. The college has distinguished itself as a leader in its field. The college provides you with the education, resources and skills that will allow you to make that transition from the world of academia into real life, successfully.

Providing professional training in Fashion Design, Fashion Merchandising, Hairstyling, Esthetics, Make-up Artistry, Nail Technology, and specialized programs for International students, the college fosters extensive collaboration amongst students, faculties and industry. From collaborative photo shoots, fashion shows to film shoots, music videos and theatre productions, this diversity in learning has encouraged our students and graduates to gain a broader and more informed perspective of the beauty, fashion and film industries as a whole. The vibrant energy, global mix, and innovative instruction have proved compelling. The college has garnered acclaim from academics, industry, and media worldwide.

PROFESSIONAL FACULTY
The Blanche Macdonald faculty work closely with students in setting and meeting educational, creative, and professional goals. The success of the college and our graduates is largely due to our exceptionally qualified instructors and directors who provide a highly personalized approach to education and an unwavering commitment to excellence in learning. Students benefit from the wealth of experience and knowledge of instructors who have developed life-long careers as fashion marketers, visual merchandisers, stylists, retail buyers, fashion designers and entrepreneurs of their own successful businesses. Two excellent examples of the outstanding Fashion faculty are Peggy Morrison, Executive Program Director and Donna Baldock, Program Director. They are exemplary instructors who provide a special blend of professionalism, knowledge, creativity and care for what they teach and who they teach.

FACILITIES
The Blanche Macdonald Centre has two campuses in Vancouver.

CITY SQUARE CAMPUS
Spanning approximately 30,000 square feet over three floors, the City Square campus (Uptown) is situated in a beautiful park-like setting. The Blanche Macdonald Centre is the anchor tenant in an award-winning, architecturally spectacular heritage mall.

In a central urban area, across from Vancouver’s City Hall, the campus has easy access to all major transportation routes and ample patrolled parking. The staff, faculty and students enjoy the convenience of a shopping galleria, a cosmopolitan food court, a fitness centre and a variety of service amenities.

The City Square campus houses the departments of Professional Makeup Artistry, Esthetics/Spa Therapy and Nail Technology, and administrative offices. Large make-up labs, theory classrooms, practical studios, airbrushing labs and a state of the art Macintosh computer lab easily accommodate the small student to teacher ratios.

ROBSON STREET CAMPUS
The Robson Street campus (Downtown) in Vancouver is the college’s second location. This new multi-million dollar 18,000 square foot campus houses the Fashion Design and Fashion Merchandising faculties, International programs for Makeup Artistry and Fashion, and the Professional Hairstyling programs. Its location in the heart of Vancouver’s elite retail row provides its students with access to virtually every powerhouse retail brand. From the array of international chains such as Zara, Club Monaco and BCBG to purveyors of such luxury goods as Chanel, Louis Vuitton, and Tiffany, students are provided with infinite opportunities in retailing, merchandising, design and internships.
NAME: Amanda Worraldo

GARMENT DESCRIPTION

OBNOXIOUS DRESSER:
ARON STYLE DRESS/BANDAID STRAPS WITH BUCLES.

SWATCHES & FABRIC INFO.

FLATS

OBNOXIOUS DRESSER #9001
NO BRA
LOW CUT UNDIES

FRONT

SOUR/LIME & BLACK

BACK
RETAIL STORE
A future expansion of the International campus will see the launch of the college’s first retail store, a dedicated retail space that will be showcasing selected collections of its own Fashion Design graduates. What better way to nurture the talents of its own fashion graduates and to foster a thriving and vibrant fashion community? The Robson campus is destined to become the city’s new fashion epicenter.

INDUSTRY GUEST SPEAKERS
The college has an ever-growing list of distinguished industry speakers who continually share their knowledge and expertise with the fashion students. These industry professionals represent both the creative and business segments of their respective industries.

INTERNSHIPS
A selection of internships provide students with valuable career experience in their related fields of study and essential industry contacts. A variety of internships, either voluntary or paid, are available to those students who meet the internship requirements and the employer’s criteria. Current and past internships as arranged by the Director of Career Services for the Fashion Department, have included Gucci, Holt Renfrew, Le Chateau, the international resort of Intrawest (Whistler/Blackcomb), and numerous fashion wholesaling companies and manufacturers.

SCHOLARSHIPS
The college offers scholarships to new students in the Fashion Design Program. These scholarships are based on merit, motivation, and financial need. Application procedures can be reviewed with an Admissions Director. Scholarships are only applicable towards tuition.

PLACEMENT ASSISTANCE
The Blanche Macdonald Centre has Career Services Directors fully dedicated to helping the students and graduates of their respective faculties find employment. For the Fashion Department, the Career Services Director Joy McLean actively assists students in finding career employment suited to their professional goals and personal needs. Being a student of the Blanche Macdonald Centre provides you with a privileged access to a powerful network of alumni and an influential community of industry connections and partnerships. Blanche Macdonald graduates cover the globe.

EMPLOYMENT PREPARATION AND FASHION PORTFOLIO
Guided by industry, students learn how to develop skill and confidence in their career search. This core process teaches you how to create industry appropriate resumés, handle job interviews, identify and research prospective employers, and cultivate industry connections. For Fashion Design students, throughout your studies, your instructors will assist you in assembling your professional fashion portfolio.

GRADUATION FASHION SHOW
for the Fashion Design students, your intense one-year of study culminates in a graduation fashion show. At this gala event, your carefully edited fashion collections are staged in a first class venue using professional models and makeup artists. This production is showcased to hundreds of people in the industry, prospective employers, media, family and friends. This event has been sold out year after year, generating significant media exposure for our new design graduates and extensive industry and employment opportunities.
FINANCIAL AID
As an accredited private post-secondary college, provincial and federal student loan funding and grants are available for those students who meet the student loan criteria. Any student who is applying for any kind of financial payment options from the college (i.e. student loans, monthly payments, installments etc.) must meet the college’s financial admissions criteria.

FLEXIBLE SCHEDULES
To accommodate the personal and professional commitments of our students, we have created multiple entry dates and a variety of scheduling options. Students can choose from full-time schedules that run on a Monday to Wednesday or Wednesday to Friday schedule. This allows students the option of working part-time while attending full-time studies.

GOVERNMENT ACCREDITATION
Receiving numerous commendations for our excellence in education, the Blanche Macdonald Centre is accredited by the Private Career Training Institutions Agency (PCTIA) through the Ministry of Advanced Education in BC. This provincial governmental regulatory body encourages integrity and high standards of educational competence within the private post-secondary sector.

OUR STATEMENT OF PURPOSE
Rigorously tested and examined by an external accreditation audit team comprised of educational and industry professionals, our statement of purpose is developed by the college as its over-riding mission. “To provide quality education that is industry relevant within a positive and creative learning environment.”

OUR EXPECTATIONS OF YOU
At the college, you will become immersed in a collaborative and motivating environment. To make the most of your educational experience, we can provide you with all the necessary knowledge, means, and connections, but the key ingredients to your success lie with you. If you can demonstrate a constant discipline to your studies, a respectful, open attitude and approach to your peers and instructors, and an absolute commitment to be your best, you will succeed. Learn to reach our expectations and to exceed your own.

THE BLANCHE MACDONALD DIPLOMA
After successfully completing the academic criteria and fulfilling your financial obligations and requisite hours of attendance, you will receive a Blanche Macdonald Diploma. This Diploma is recognized as a first class standard of excellence in education and training.

Note: The college reserves the right to change course offerings, course content, facilities, faculty, tuition fees and course schedules without notice.
Making the decision to pursue a new career can be confusing and challenging. To ease the process and to assist you in researching your educational options, your first step is to arrange a personal tour of the Blanche Macdonald campuses and an interview with an Admissions Director. Give yourself the time to meet with a college advisor to thoroughly discuss and review your career options and to allow us to help you with the admissions process and financial aid options. Please contact an Admissions Director by phone at (604) 685-0347, by email at info@blanchemacdonald.com or on the web at www.blanchemacdonald.com.

ADMISSION REQUIREMENTS

• Applicants to the college must be a high-school graduate or 19 years of age or older.
• Good written and verbal English skills.
• A sincere interest in Fashion.
• Basic or better sewing skills (Design program only. Sewing samples to be reviewed.)
• Some previous education / experience in art is an asset.

ADMISSION PROCEDURES

STUDENTS WHO ARE CANADIAN CITIZENS OR HAVE LANDED IMMIGRANT STATUS:

• Personal interviews are arranged with Admissions Directors to assess the applicant’s aptitude and suitability in this field, their degree of commitment to their studies, financial capability and preparedness, and their experience or knowledge of the industry. Applications and interviews can be handled by phone, fax, web, or email, if applicants live outside the Greater Vancouver area.
• Complete and mail/fax/submit online the enclosed Student Application/Personal Information Form.
• Refer to the Tuition Schedule for Canadian students and select your Tuition Schedule.
• An enrollment deposit is required with your application. Refer to the Tuition Schedule for details.
• Indicate on your Application whether you require a Canada Student Loan. Please note that students applying for Student Loan funding must apply well in advance of their start date.
• Once you have been accepted into the program, it is essential that you process your registration as early as possible. To ensure small class sizes and a high student teacher ratio, it is necessary for the college to limit enrollment. For students who wish to have a preferred program starting date, who are applying for Student Loan funding, or require a Student Visa, advance registration is strongly advised. Please contact an Admissions Director for further information. The Blanche Macdonald Centre has very limited registration.

STUDENTS WHO ARE INTERNATIONAL STUDENTS:

• If English is not your first language or if you are applying as an International student from a non-English speaking country, applicants are required to submit proof of English proficiency. To ensure that you are comfortable, able to handle the workload, and to carry on your studies in English, the College accepts T.O.E.F.L. and T.O.E.C. results. If students prefer, the College also has an internal English Proficiency test available on site.
• All international students are required to meet the applicable admission requirements listed above. Follow the same procedure as outlined for Canadian Students, keeping in mind that you will not be eligible for Student Loan funding. Once the Foreign student has met all admissions requirements and is accepted into the College, a letter of acceptance will be issued. It is the sole responsibility of the student to arrange for any necessary student visas or extensions.

The college reserves the right to refuse admission to any applicant who does not meet each of these admission requirements. At the Blanche Macdonald Centre, it is important to us that you are committed to your studies, well suited to this industry, and able to handle the academic, financial and personal demands of the program.
For registration details or a tour of our Uptown or Downtown campuses, please contact an Admissions Director.

E. info@blanchemacdonald.com
T. 604.685.0337 Robson Street (Downtown)
T. 604.685.0347 City Square (Uptown)
W. www.blanchemacdonald.com

BLANCHE MACDONALD CENTRE

Robson Street Campus
460 Robson Street
Vancouver, BC V6B 2B5

City Square Campus
100 - 555 W.12th Avenue
Vancouver, B.C. V5Z 3X7

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