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S T O R Y
T O D A Y

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F A
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L O N G
P R O G R A M S



We think about fashion as that special place where most people interact with design on a daily basis. It is also more than a creative outlet—it is a significant aspect of culture. The SoFA Design Institute approach to fashion begins with a focus on the art of storytelling, moves to an understanding of technology, and finally considers how a design becomes a market-worthy product.

NOISE
WEATHER
LIVE
DESIGN

SOFA
DESIGN INSTITUTE





BA FASHION DESIGN AND MARKETING

The BA Fashion Design and Marketing (BA-FDM) program is aimed at providing students a holistic view of the fashion industry. This CHED-accredited 4-year program immerses students into the creative, technical, and business components of fashion design.

Graduates of the program will evolve into designers with a definite creative point of view who are positioned to transform their talent into the basis of a creative enterprise. Students will receive the best training and exposure to effective design methods and techniques.

Students will have the opportunity to assemble a substantial portfolio to promote their entry to a career in fashion design. Candidates for graduation can look forward to designing a capsule collection at the end of the program, which will be showcased at our annual fashion show attended by the school community, members of the press, and industry personalities.

BA FASHION DESIGN AND MARKETING

PROGRAM

YEAR

01

**DESIGN STUDIO 1:
CREATIVE PROBLEM
SOLVING**

History of Design
(Clothing Evolution)
Basic Illustration
Visual Techniques
Communication Arts
Sining ng Komunikasyon
Physical Education 1
National Service
Training Program 1

**DESIGN STUDIO 2:
ROOTS OF PHILIPPINE
FASHION AND THE ARTS**

Color Theory
Fashion Illustration 1
CAD
Philippine History
Life and Works of Rizal
Introduction to Philosophy
Physical Education 2
National Service
Training Program 2

02

**DESIGN STUDIO 3:
FASHION
CONCEPTUALIZATION**

Fashion Illustration 2 - CAD
Pattern Making & Sewing 1
CAD
General Psychology
College Algebra
Introduction to Sociology
Physical Education 3

**DESIGN STUDIO 4:
INNOVATIVE GARMENT
CONSTRUCTION**

Materials & Resources
Pattern Making & Sewing 2
Basic Draping
Environmental Science
Politics and Governance
Philippine Economics
Physical Education 4

03

**DESIGN STUDIO 5:
APPAREL
PRODUCTION**

Textile Technology
Advanced Draping
Pattern Making & Sewing 3
Philippine Literature
Physics for Non-Practitioners
Retorika

**DESIGN STUDIO 6:
WORLD FASHION**

Fashion Marketing
and Promotion
Fashion Merchandising
and Buying
Fashion Trends
Business Communication
Business Statistics
Elective 1

04

**DESIGN STUDIO 7:
RESEARCH METHODS
APPLIED TO FASHION
DESIGN**

Fashion Product Development
Retail Management
Fashion Entrepreneurship
Fashion Marketing Project
Public Speaking
Elective 2

**DESIGN STUDIO 8:
THESIS (FINAL
COLLECTION)**

Pattern Making & Sewing 4
Internship



2Y FASHION DESIGN AND MARKETING

PROGRAM
YEAR
01

02

The 2-year program in Fashion Design and Marketing is a TESDA-regulated program which provides students with rich exposure to fashion's creative and business aspects. Students will learn the full range of practice—from designing, pattern making and sewing, up to selling a collection. Students under this program will be exposed to much needed information on color, fabric, pricing, design illustration, and the retail industry. The program is designed to expose students to both the creative and business sides of the fashion industry, equipping them to become competent creative professionals and brand owners.

At the end of the program, students may opt to participate in our annual fashion show to present their collections. Graduates of the program are aimed at becoming individuals with a definite creative point of view who are set to leverage creative talent into a creative enterprise.

DESIGN STUDIO 1: **CREATIVE PROBLEM SOLVING**

History of Design
(Clothing Evolution)
Basic Illustration
Fashion Entrepreneurship
Fashion Merchandising
and Buying
Fashion Trends

DESIGN STUDIO 2: **ROOTS OF PHILIPPINE FASHION AND THE ARTS**

Fashion Illustration 1 + CAD
Pattern Making & Sewing 2
Basic Draping
Textile Technology
Fashion Product Development
Retail Management

DESIGN STUDIO 3: **FASHION CONCEPTUALIZATION**

Fashion Illustration 2 + CAD
Pattern Making & Sewing 3
Advanced Draping
Fashion Marketing
and Promotion
Fashion Marketing Project

DESIGN STUDIO 4: **INNOVATIVE GARMENT CONSTRUCTION**

Pattern Making & Sewing 3
Internship

1Y FASHION DESIGN

The 1-year Fashion Design program is a TESDA-regulated program designed to expose students to the creative side of the fashion industry. Students will glean an understanding of, and proficiency in both the design and technical practice of fashion allowing them to become competent creative professionals.

PROGRAM

DESIGN STUDIO 1:

CREATIVE PROBLEM SOLVING

History of Design
(Clothing Evolution)
Pattern Making and Sewing 1
Fashion Trends
Textile Technology

DESIGN STUDIO 2:

ROOTS OF PHILIPPINE FASHION

Fashion Illustration 1 + CAD
Pattern Making and Sewing 2
Basic Draping
Fashion Product Development
Internship



1Y FASHION MARKETING

Fashion marketers are mostly involved behind-the-scenes. While keeping abreast of fashion trends and consumer buying habits, fashion marketers also put together advertising campaigns that appeal to the taste of specific consumer groups. The 1-year TESDA-regulated program in Fashion Marketing will train students to be savvy fashion marketers –connecting the public to the world of design.

PROGRAM

DESIGN STUDIO 1:

CREATIVE PROBLEM SOLVING

Fashion Entrepreneurship
History of Design
(Clothing Evolution)
Textile Technology
Fashion Trends
Fashion Merchandising
and Buying

DESIGN STUDIO 2:

ROOTS OF PHILIPPINE FASHION

Fashion Product Development
Retail Management
Fashion Marketing
and Promotion
Fashion Marketing Project
Internship