



**Picasso Institute**  
Nothing Can Stop You

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FASHION DESIGN PROGRAM

# Program Outline

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## **Picasso Institute**

We are a family that is passionate about art, publishing it and transferring it from being a luxury, to works of art that are at the core of life and form its patterns and are inseparable from it. Picasso institute, has a new creative vision to reformulate the social beliefs about learning and creativity. We are keen on providing high quality vocational training and determined to boost the Jordanian and the Arab Market with the best graduates who will change the world colors. Our specializations, training diplomas, are unique, elite and help visualize and create your own future. At Picasso institute, you have to start off with your imagination, we provide you with the means that make this imagination a reality. The tools and the information provided by Picasso professionals emboss an inscription on your hands. As the great artist Pablo Picasso said " Everyone is born an artist", we have to protect the artist that lies in you and create tangible art.

## **Founded in 2014 in Jordan**

### **Branches**

- Jordan-Amman
- UAE-Dubai
- UAE-Abu Dhabi
- KSA-Riyadh
- Qatar-Lusail

## **Program Overview**

This Online Fashion Design Program is designed for aspiring fashion designers and entrepreneurs who want to hone their skills in styling, sketching, and understanding the fashion business. Students will explore the art of fashion styling, learn the ins and outs of sketching using Procreate, and gain knowledge of fashion business strategies—all from the comfort of their own home.

## **Program Content**

- Styling Course
- Digital Fashion Sketching using Procreate Course
- Business Course

## **Program Delivery Method**

Online

## **Learning Outcomes**

- Understand the basics of digital fashion styling and how to use digital tools for creating and presenting fashion looks.
- Develop the skills to create digital fashion mood boards and style concepts for various occasions and themes.
- Create digital look books that effectively showcase fashion collections.
- Apply fashion trends and styling principles to design and curate outfits digitally.
- Use digital platforms to bring fashion ideas to life through styling techniques.
- Understand the technical aspects of digital fashion, including working with textures, layers, and virtual fabrics.

## **Final Project**

The final project for this course is a comprehensive fashion design and business portfolio that combines creativity with practical skills. Students will create a digital fashion look book showcasing styled outfits, accompanied by mood boards and design concepts. Using Procreate, they will develop a mini fashion collection, including detailed sketches and color renderings. In addition, students will craft a fashion business plan for launching their own brand, outlining branding, marketing strategies, product offerings, and financial considerations, while incorporating sustainability practices. This project will demonstrate their ability to merge design and business expertise in the fashion industry.

## **Requirements for Successfully Passing the program**

- Commitment to attend the training courses and not to exceed the permitted absence rate, which is 15% of the number of hours for the training course.
- Submission of the courses projects.

## **Who Can Join**

At Picasso institute, anyone can join, regardless of their background or experience. Whether you're a beginner or have some prior knowledge, you are welcome to explore and develop your creativity with us. No previous experience is required.

## **Minimum Age to Join**

At Picasso institute, anyone 16 and older can join.

## **Program Language**

### **At Picasso Institute, the course is structured as follows**

- Presentations and course materials are provided in English.
- The explanation and instruction are delivered in Arabic

**At Picasso Institute, we believe that every artist has a unique story to tell and limitless potential to unlock. As you begin this creative journey with us, know that you are not just a student but an integral part of a community that celebrates imagination, passion, and innovation. We are here to support and guide you every step of the way. Stay curious, embrace challenges, and let your creativity shine. We can't wait to see the extraordinary work you will create!**

**Welcome to the Picasso Institute family!**