



**Picasso Institute**  
Nothing Can Stop You

FASHION DESIGN PROGRAM-ADVANCED LEVEL

# 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**

The Fashion Design Program – Advanced Level is designed to equip students with a broad range of skills, from creative fashion design to advanced garment construction and branding. This comprehensive program also includes courses in fashion collection design, enabling students to conceptualize and develop cohesive collections. Students will gain a thorough understanding Of both the creative and business aspects of fashion, preparing them for success in the industry.

## **Program Content**

- Fashion Sketching course.
- Pattern Making and Sewing Techniques – Foundation Level course.
- Pattern Making and Sewing Techniques – Advanced Level course.
- Fashion Collection Design course.
- Branding and Marketing course.

## **Program Delivery Method**

Classroom

## **Learning Outcomes**

By the end of this program, students will be able to:

- Develop the ability to design cohesive fashion collections, from concept to execution, understanding how to align designs with a specific theme or market.
- Gain skills in fashion sketching, including the ability to illustrate detailed garment designs, render fabrics, and communicate design ideas clearly.
- Acquire the technical skills necessary to construct garments, from pattern drafting to sewing, ensuring designs are functional and well-executed.
- Learn how to work with different fabrics, understanding their properties and how they impact both design and garment construction.

- Gain a solid understanding of branding and marketing strategies specific to the fashion industry, including how to create a unique brand identity and market fashion collections effectively.
- Apply creative and technical skills to real-world fashion design challenges, including designing collections, constructing garments, and developing branding strategies.
- Learn how to create complex, high-quality garments by mastering advanced sewing techniques, pattern making, and fabric handling.

## **Final Project**

The graduation project consists of two or three key sessions, designed to guide students through the final steps of their fashion design journey. The first session focuses on mood board creation, where students are required to visually communicate the inspiration and theme of their collection. This mood board should include images, colors, fabrics, textures, and sketches that reflect the concept, style, and overall mood they intend to convey. Students will present their mood boards for feedback, refining them to ensure a clear and cohesive direction for their project. The final submission includes a presentation of the three completed outfits, along with a comprehensive explanation of the design choices, materials used, and overall vision of the collection. The project concludes with a final evaluation, where students demonstrate their ability to bring their ideas to life through their outfits.

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

- Commitment to attend the training course 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.

## **Privileges for Students at Picasso Institute**

- Visits from the institute to enhance their experience.
- Full access to all institute facilities.
- Opportunities for one-on-one consultations with experts in various fields.
- Participation in many hands-on workshops.
- Exclusive networking events with industry professionals.
- Access to special exhibitions and guest lectures.
- Personalized mentorship to help guide creative projects.
- Opportunities to showcase student work in school-organized exhibitions.

**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!**