

THE NEW SCHOOL

PARSONS

FASHION INDUSTRY ESSENTIALS



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POWERED BY **YELLOWBRICK**

Our carefully-designed Certificate in **Fashion Industry Essentials** is an online program you can fit into your schedule - whenever and wherever you like.

The Certificate in Fashion Industry Essentials is comprised of 5 exciting courses taught by over 20 expert instructors from Parsons School of Design, Condé Nast, Teen Vogue, GILT, DKNY, Rebecca Minkoff, Brandon Maxwell and many others.

With over 70 on-demand course videos, and career-focused activities, this program will help you build skills and gain valuable experience that will set you apart in the hypercompetitive fashion industry.

FASHION INDUSTRY ESSENTIALS CONSISTS OF FIVE COURSE MODULES COVERING:

- UNLOCKING VISUAL STYLE
- THINKING LIKE A DESIGNER
- UNDERSTANDING FASHION PRODUCTION
- WORKING IN FASHION MEDIA
- DEVELOPING FASHION MARKETING & PR SKILLS

Each course module is broken into several shorter video lessons that you complete at your own pace. Assignments and hands-on projects reinforce key knowledge and help build career skills.

Students earn a non-credit Certificate of Completion from Parsons upon successfully finishing the program.

STUDENT BENEFITS:

1. Certificate of completion (non-credit) from Parsons
2. Learn directly from leading academic and industry experts
3. Real industry scenario assignments
4. 100% online and self-paced

This certificate program is perfect for people like you - passionate about fashion and seeking to build a successful career doing what you love!

MODULE 1: UNLOCKING VISUAL STYLE

KEY CONCEPT: Fashion is a visual medium that tells a story

PARSONS FACULTY: Patrick Hughes, Geoffry Gertz

INDUSTRY EXPERTS: Amy Astley, Andrew Bevan, Cynthia Sakai and others

LEARNING OBJECTIVES:

- Understand basic elements of visual styling in design, media, and photography
- Examine the influence historical events have had on shaping fashion in the post century
- Experiment with visual styling techniques and begin to define your unique style
- Reflect on your personal background and career vision

5 Video Lessons

6 Skills Assignments

1-2 Hours Career Development

Up to 8 Total Hours



MODULE 2: THINKING LIKE A DESIGNER

KEY CONCEPT: Collection is a common and foundational concept in the fashion industry

PARSONS FACULTY: Angela Goo, Francesco Sammaritono, Muriel Favaro, Caletto Crawford, Geoffry Gertz

INDUSTRY EXPERTS: Rebecca Minkoff, Adam Selman, Cynthia Sakai and others

LEARNING OBJECTIVES:

- Learn about collections and how they are developed
- Understand the need to design for the end customer
- Complete activities that use inspiration to create a product
- Understand what a career in fashion looks like and what your options are

5 Video Lessons

6 Skills Assignments

1-2 Hours Career Development

Up to 8 Total Hours

MODULE 3: UNDERSTANDING FASHION PRODUCTION

KEY CONCEPT: Garment production is a fascinating and involved process that impacts everything from design to the retail floor

PARSONS FACULTY: Angela Gao, Muriel Favaro

INDUSTRY EXPERTS: Marina Larroude and others

LEARNING OBJECTIVES:

- Learn the overall process for bringing a collection to life
- Explore issues of sizing and fit
- Complete activities in sample making, photography and sizing/fit
- Understand what skills and experience fashion employers are looking for

5 Video Lessons

6 Skills Assignments

1-2 Hours Career Development

Up to 8 Total Hours

MODULE 4: WORKING IN FASHION MEDIA

KEY CONCEPT: Industry experts share their knowledge about the world of fashion media, from editorial photography to social media

PARSONS FACULTY: Coletha Crawford

INDUSTRY EXPERTS: Elaine Welteroth, Phillip Picardi, Amy Astley, Rhianna Rule, Sarah Brody, Drew Elovitz, Erin Hover and others

LEARNING OBJECTIVES:

- Learn about editorial photography and design
- Understand the central role of fashion photography in fashion media
- Explore how fashion media brands use social media
- Develop social media skills to expand your digital footprint
- Research and prepare for internships and interviews

5 Video Lessons

6 Skills Assignments

1-2 Hours Career Development

Up to 8 Total Hours

MODULE 5: DEVELOPING FASHION MARKETING & PR SKILLS

KEY CONCEPT: Collaborative marketing, social media, and public relations are playing an increasingly important role in the business of fashion

PARSONS FACULTY: Calettha Crawford, Angela Gao, Muriel Favaro, Thomas Werner

INDUSTRY EXPERTS: Amy Astley, Stacy Greco, Dana Matthews and others

LEARNING OBJECTIVES:

- Learn how media brands work with advertising partners
- Find out how to align your online content with advertisers' interests
- Prepare your portfolio and pitch
- Develop professional networking skills

5 Video Lessons

6 Skills Assignments

1-2 Hours Career Development

Up to 8 Total Hours

ENROLLMENT DETAILS

How much does the program cost?

The cost of the entire program, which includes all five courses plus a certificate from Parsons School of Design upon completion, is \$999. There are also installment payment plans available, starting as low as \$99/month. Complete pricing information can be found here: <https://www.yellowbrick.co/fashion-enroll-plans-three-payment/>

To receive your certificate from Parsons, you'll need to have all installments paid in full and have successfully completed all program requirements.

What payment methods and currencies do you accept?

We accept almost any type of credit or debit card. So if you have a Visa, MasterCard, American Express, JCB, or Discover card, we'll accept it. If you're enrolling outside the United States, tuition will be charged in your local currency at the prevailing currency exchange rate.

Is there financial aid available?

No, financial aid is not offered for Fashion Industry Essentials. However, there are payment plans available, starting as low as \$99/month. And Yellowbrick also offers a scholarship program. You can apply for a Yellowbrick scholarship here: <https://www.yellowbrick.co/scholarship-application/>

What is your cancellation policy?

You can withdraw from a session hassle-free and at no-cost within 24 hours of enrollment. After 24 hours, you have up to 7 calendar days to withdraw and get a full refund, minus a \$100 cancellation fee. No refunds will be issued for enrollments past 7 days.

How do I begin the program?

Once we have received your tuition payment, your spot in our program is secured. You will receive a welcome email that has your login instructions, and you can begin immediately. The program is 100% online and self-paced, so you can complete it on your schedule.

THE PROGRAM

Are there any prerequisites, age requirements or restrictions?

Students must be at least 13 to enroll. There are no other prerequisites. All you need is a passion for fashion and learning.

What do I get when I complete the program?

Students who successfully complete the program will earn a certificate in Fashion Industry Essentials from Parsons. Fashion Industry Essentials is a non-credit program.

How long do I have to complete the program?

With your enrollment, you will have unlimited access to the full program for one year from the date you enroll. For almost all of our students one year is more than enough time to work through the programs and fully absorb and apply the content.

What if I need more time?

For those that need more time to complete the program, you will have an option to pay a low monthly fee to continue your access to the program materials after one year.

Can I download course videos or materials?

Course videos or materials are not downloadable. However, once enrolled, you will have unlimited access to all videos and materials for 12 months.

What can I expect to accomplish by the end of this course?

Fashion Industry Essentials is designed for students at any stage of their academic or professional experience and with the potential for many different outcomes. In other words, what you can expect to accomplish after completing this program depends on...you!

In more general terms, our students usually identify two main takeaways after completing the program. First, they have a significantly greater understanding of how the fashion industry works and a better understanding of where their passion lies. Second, with the certificate of completion from Parsons on their resume, they differentiate themselves from the rest of the pack.

What type of people enroll in Fashion Industry Essentials?

People with all levels of experience, and in all stages of their career, benefit from enrolling in Fashion Industry Essentials. But you will have something in common with all of our students — a passion for fashion and desire to build a successful career doing what you love! Our students might be working in the fashion industry and looking to get ahead, or working in a different industry looking to switch careers. They might be heading to college, in college, or just out of college and want to build skills and gain valuable experience that will set them apart in a hyper-competitive industry.

Where do I find the program materials?

All program materials can be found online. You can access and review the materials whenever you like through the course login page, which you'll receive once you enroll — all you need is an internet-connected device.

Which devices can I use to watch the class videos and access other program materials?

You can access the program on your computer, tablet, or smartphone. Desktop or laptop computers tend to provide the best experience.

When and where do the classes meet?

Whenever you like — the program is entirely online, self-paced, and on-demand. That means you can study and access the program lessons whenever and wherever you can connect to the Internet.

How much time do I need to dedicate to the program?

It varies from person to person, but be prepared to work hard and to dedicate about 30-40 hours in total. Remember, you have a full year to complete the program so you can pace yourself over 12 months!

After I complete the certificate in Fashion Industry Essentials, what comes next?

This certificate lays the groundwork for you to pursue your goals in whatever aspect of the fashion industry you feel passionate about. If you find that you want to learn even more about a specific area of the fashion industry, Parsons offers a number of degree program options. Visit <https://www.newschool.edu/parsons/academics/> to explore.

ABOUT US

Who is Yellowbrick and why are they involved?

Our mission at Yellowbrick is to empower the next generation of talent to find their passion and build a career doing what they love. We strive to deliver on this vision by partnering with top-tier universities and world-class global brands to provide students with unparalleled online educational experiences and inspiring career opportunities.

Visit www.yellowbrick.co to learn more.