



BACHELOR OF ARTS IN FASHION STYLING & COMMUNICATION

The B.A. in Fashion Styling & Communication at St. Thomas University prepares students to become dynamic storytellers and brand strategists in the global fashion industry. Rooted in visual culture and media fluency, the program equips students with the creative, technical, and critical thinking skills needed to craft compelling fashion narratives across digital, print, and live platforms.

From fashion shows and editorial shoots to social media campaigns and brand activations, students learn to develop and manage a brand's visual identity. Through hands-on workshops, collaborations with industry professionals, and real-world projects, students gain a robust foundation in styling, content creation, and strategic communication.

Educational Objectives and Methodology

Graduates will be prepared with a powerful combination of artistic creativity, technical skills, and strategic thinking. Key competencies include:

- **Styling & Visual Communication:** Crafting looks and narratives that align with a brand's aesthetic across fashion shows, editorials, and campaigns.
- **Digital & Multimedia Content Creation:** Creating impactful visual content for web, social media, and e-commerce using photography, video, and editing tools.
- **Strategic Brand Messaging:** Understanding how to translate brand values into compelling communication strategies.
- **Fashion Industry Literacy:** Navigating the fast-changing landscape of global fashion trends, consumer behavior, and media channels.
- **Collaborative & Interdisciplinary Practice:** Working within creative teams, including makeup artists, photographers, graphic designers, and producers.
- **Critical Thinking & Creative Problem Solving:** Responding to challenges with innovative, context-sensitive solutions.

Methodology: The curriculum blends theory with intensive practice, emphasizing portfolio development, industry case studies, and project-based learning in studio environments.

Career Opportunities

Graduates of this program are prepared to take on high-impact creative and managerial roles, including:

- Fashion Stylist or Editor
- Communication or PR Manager
- Fashion Show Director
- Visual Merchandiser
- Image Consultant or Personal Shopper
- Brand Content Creator
- Creative Producer
- Trend Forecaster

They will be equipped to work across fashion houses, media platforms, design studios, advertising agencies, and independent ventures.

Curricular Program

A. General Education Requirements (30 CH)

Students complete foundational courses that build communication, global awareness, and critical reasoning:

- COM 105 - Introduction to Computer Science
- ENG 110 - English Composition III (W)
- ENG 320 - Digital Linguistics and Technical Writing (W)
- ENG 390 - Public Speaking
- LAW 100 - International Law
- One course in English Literature
- One course in Mathematics
- One course in Natural Science
- POL 200 - Global Poverty and International Responsibility (G)
- SOC 300 - Sociology of Media and Communication



B. Core Courses (69 CH)

Courses build expertise in fashion communication, styling, visual design, and branding:

- ARH 210 - History of Fashion and Design I
- ARH 310 - History of Fashion and Design II
- ARH 350 - Latest Trends in Visual Arts
- ARH 360 - History of Cinema and Video - 2 CH
- BUS 275 - Fashion Marketing
- BUS 430 - Business Logic and Organization - 2 CH
- COM 200 - Introduction to Graphic Design
- COM 400 - Video Production
- COM 440 - Elements of Editorial Design
- FAS 210 - Material Technology - 2 CH
- FAS 230 - Fashion Design Methodology I
- FAS 240 - Styling Applied to Design I
- FAS 310 - Photography
- FAS 330 - Fashion Design Methodology II
- FAS 340 - Styling Applied to Design II
- FAS 350 - Textile Culture and Experimentation - 2 CH
- FAS 430 - Fashion Design Methodology III
- FAS 440 - Styling Applied to Design III
- LAW 340 - Elements of Copyright - 2 CH
- PSY 420 - Media Phenomenology
- SOC 210 - Fashion Product Communication
- SOC 230 - Elements of Journalistic Communication I
- SOC 330 - Elements of Journalistic Communication II
- SOC 340 - Psychology and Sociology of Color Applied to Design - 2 CH
- SOC 450 - Multimedia Communication

C. Elective Courses (18 CH)

Students select from a curated list of culture and language courses to enhance global literacy:

- ARH 200 - History of Modern Art *or* History of Art I - 2 CH
- ARH 205 - History of Contemporary Art *or* History of Art II - 2 CH
- FRE 100 - French Language I
- FRE 200 - French Language II
- FRE 300 - French Language III
- ITA 100 - Italian Language I
- ITA 200 - Italian Language II
- ITA 300 - Italian Languages III
- ITA 320 - Contemporary Italian Culture (W)
- ITA 350 - Italian Culture and Eno-gastronomy
- ITA 410 - The Discovery of Italy in British Romantic Literature
- LIT 370 - U.S. Intellectual History, A Survey

D. Capstone Requirement (3 CH)

- FAS 495 - Senior Project: A culminating creative portfolio showcasing a student's conceptual, stylistic, and strategic capabilities.