



MASTER OF ARTS IN FASHION ART DIRECTION

The MA in Fashion Art Direction at St. Thomas University is an interdisciplinary, immersive program that prepares students to become visionary leaders in the visual storytelling and creative direction of fashion brands. This unique degree bridges the gap between creativity, strategy, and technology, equipping graduates with the conceptual, artistic, and managerial skills needed to craft compelling narratives, curate brand identities, and direct cutting-edge fashion media campaigns.

The program integrates practical production, aesthetic research, digital innovation, and strategic brand communication, training students to lead visual projects across platforms—from fashion shows and advertising to editorial photography and multimedia installations.

Educational Objectives and Methodology

The program aims to prepare students for key leadership roles at the intersection of creative direction, design strategy, and digital innovation. Graduates will acquire:

- **Creative and visual storytelling skills:** Master the art of conceptualizing visual narratives that align with a brand's identity and values across diverse formats (photo, video, digital, print).
- **Strategic direction of artistic projects:** Lead the entire lifecycle of a fashion media campaign—from ideation and production to execution—while coordinating multidisciplinary teams.
- **Mastery of digital tools and platforms:** Use advanced software and visual technologies (e.g., digital image processing, AR/VR, 3D modeling, and motion graphics) to enhance brand engagement.
- **Trend and visual culture analysis:** Develop a refined understanding of fashion aesthetics and global trends, applying cultural insights to visual campaigns.
- **Leadership, communication, and presentation skills:** Articulate creative concepts persuasively to stakeholders and collaborate effectively with diverse teams.

Methodology: The curriculum blends theory and hands-on experience, with workshops, collaborative projects, professional mentorships, and real-world simulations. Emphasis is placed on ideation, prototyping, visual curation, and creative strategy.

Career Opportunities

Graduates of the MA in Fashion Art Direction will be prepared to lead creative projects within a variety of roles in the global fashion and media sectors:

- **Fashion Art Director:** Designs and supervises visual communication strategies for fashion brands and campaigns.
- **Visual Marketing Manager:** Develops visual strategies to boost brand visibility and consumer engagement.
- **Fashion Stylist:** Curates editorial, commercial, or runway looks that visually represent brand identity and aesthetic.
- **Image and Branding Consultant:** Shapes visual brand identities and provides personal image consulting.
- **Fashion Event Designer/Manager:** Plans and executes immersive fashion experiences, runway shows, and brand installations.
- **Fashion Exhibition Curator:** Organizes and manages exhibitions that interpret fashion as an art form.

Curricular Program (60 CH)

All students must complete 60 Credit Hours, structured into a comprehensive visual and design-based progression of courses and thesis research.

A. Core Curriculum (54 CH)

This sequence emphasizes the development of technical, aesthetic, and managerial proficiencies essential for advanced visual communication in fashion:

- FAS 600 - Technical and Design Drawing - 4 CH
- FAS 605 - Digital photography - 4 CH
- FAS 610 - Project Culture - 4 CH
- FAS 615 - Fashion Setting - 4 CH
- FAS 620 - Project Culture - 2 CH
- FAS 625 - Fashion Setting - 6 CH
- FAS 630 - Videography - 4 CH



- FAS 635 - Web Design - 4 CH
- FAS 640 - Digital Image Processing - 4 CH
- FAS 645 - Art Direction - 6 CH
- FAS 650 - Virtual Architecture - 4 CH
- FAS 655 - Digital Video - 4 CH
- FAS 660 - Light Design - 2 CH
- FAS 665 - Concept Planning - 2 CH

B. Research and Master's Thesis (6 CH)

- FAS 695 - Master's Thesis: A culminating research or creative project that demonstrates the student's mastery of visual storytelling, artistic direction, and strategic execution in the fashion communication field.