

## University of the Arts London College of Fashion Summer Program Application Process Overview

Thank you for applying to study abroad through the Institute for Study Abroad, Butler University (IFSA-Butler). This PDF document contains three items, which you must fill out to complete your study abroad application. **Please return the following forms within 10 days to IFSA-Butler:**

- One page personal essay statement\*
- Curriculum Vitae (resume)\*\*
- Housing preference form

\*Your personal statement should be roughly one page in length, describing your reasons for applying to the London College of Fashion summer program, your expectations and goals beyond the program and how participating in the program will help you fulfill these ambitions.

\*\*You are encouraged to submit a C.V. or resume if you have extracurricular experience in either fashion or photography, such as internships, workshops, or any other relevant activity.

**The forms below are also part of your IFSA-Butler application. If you haven't already done so, please send the following materials to IFSA-Butler to complete your application:**

- Program approval form
- **Two** academic letters of recommendation
- Official copy of your transcript from your school's registrar
- Housing preference form
- Eight passport-sized (2" x 2") photos on photo paper, with your name printed neatly on the back

All but the last two items can be downloaded from our Web site at [www.ifsa-butler.org/apply/forms.html](http://www.ifsa-butler.org/apply/forms.html).

You may mail these forms to your program advisor, Kristy Sauerbry, at:

Institute for Study Abroad, Butler University  
1100 W. 42<sup>nd</sup> St., Suite 305  
Indianapolis, IN 46208

You may also fax your application forms (except transcripts and photos) to Kristy Sauerbry at **317-940-9704**.

Within the next two weeks you'll receive an IFSA-Butler welcome packet by mail that contains the following reference materials:

- *Preparing to Study Abroad England* guide
- *Money Matters* guide
- England budget planner
- Financial aid checklist

**The information in this document and in the welcome packet is extremely important. Please read everything thoroughly. If you have any questions or concerns after reading this information, contact your Program Advisor at 800- 858-0229 ext 4229, or via e-mail at [ksauerbr@ifsa-butler.org](mailto:ksauerbr@ifsa-butler.org).**

# University of the Arts

## London College of Fashion Summer Program

### Academic Information

#### **What is the London College of Fashion like?**

LCF began as the Shoreditch Technical Institute Girls School, founded in 1906. It later became the Bartlett Street and Clapham Trade School, which trained young girls in the art of dressmaking, millinery, embroidery and hairdressing.

LCF is located in central London. There are six campuses in total; two of which are in the retail district off Oxford Street, three close to the city's financial district, and one in the newest site at Lime Grove which is situated in Shepherd's Bush, West London.

Most of London's landmarks, including unique cultural and historic resources such as the Victoria & Albert Museum (with its famous costume gallery), the Design Museum, the National Gallery, Tate Britain and The British Museum are all within commuting distance from LCF. Close by are the fashion districts of Soho, Bond Street, St. Christopher's Place, South Molton Street, Hoxton, Brick Lane, Knightbridge and Covent Garden.

#### **What program options do I have?**

You may only apply for the Fashion Summer Program option at The London College of Fashion. Please see the next page for the curriculum and course descriptions.

#### **Will I have classes with local students?**

Although IFSA-Butler is committed to providing integrated programs, summer courses abroad are often geared toward study abroad students only. Please be aware that your contact with local students may be limited, as you will likely study and live with American and other international students. However, all courses are taught by regular LCF faculty.

#### **How much credit will I earn?**

The program awards 12 U.S. semester credit hours. You must take all courses for academic credit, and must complete all course work and exams (if applicable) in order to obtain credit on the Butler University transcript. All courses are graded on an A–F scale, and there is no provision for pass/fail or audit. You may not take the course simply for personal enrichment.

After you have returned to the United States, your home university will receive a Butler University transcript with the credit you earned at the London College of Fashion, reported in the equivalent Butler University U.S. semester credit hours and grades. An official transcript will also be sent to your permanent home address.

#### **What are the program structures like?**

Summer courses at LCF can be divided into two types of activity: studio based/practical workshops and lecture/seminar courses.

Studio/practical workshops combine theory and practice. Students should be prepared to encounter a new approach to learning in these sessions. You will be encouraged to experiment creatively and produce assignment work that is appropriate to your level and knowledge of the subject area. Within the lecture/seminar courses, self-directed assignments or essays may be set, some of which will be supported by feedback sessions or tutorials.

#### **Do I need to bring any specific materials from home?**

Yes. We suggest you purchase the following items before you leave the U.S.:

- A SLR (single-lens reflex) camera (digital or 35mm film)
- A memory stick or CDRs

Other course materials such as notebooks and pencils can be purchased in the U.K. You will be given a list of other required materials on the first day of classes. LCF recommends students budget about \$100 to purchase materials.

**How will my home university know what my classes were and what grades I received?**

After you have returned to the United States, your home university will receive a Butler University transcript with the credit you earned at LCF reported in the equivalent Butler University U.S. semester credit hours. We also send an official transcript to your permanent home address.

# London College of Fashion Summer Program

## Curriculum and Course Descriptions

The Fashion Summer Program at the London College of Fashion is comprised of six mandatory courses. Students **must** take all six of the following courses; no exceptions will be made:

### **Product Development for Clothing**

You will gain an understanding of the processes and roles involved in product development from concept to production, including research for range planning and briefing, garment specification packs, pattern development, lay-planning, costing and garment manufacturing. Common stitch and seam types used in garment manufacturing will be covered, with comparisons between low and high specification garments. You will analyze textiles to enable you to recognize fabrics and relate their characteristics to particular products and expected performance. Color development and modern dyeing and finishing techniques for garments and fabrics will be examined. Quality assurance procedures and the setting and monitoring of development timescales will also be covered in this unit.

### **European Fashion Marketing**

You will investigate how the European fashion industry learns to manage change, highlighting the factors required to ensure the success of any operation. You will gain an overview of the industry, enabling you to identify and integrate the various functions of fashion marketing. You will analyze the roles of market research, customer identification, product development, product sourcing, marketing communication, sales, products, pricing strategy, store location, store layout and design, store operations and customer service.

### **Fashion Styling**

In addition to the study of style tribe, trends and current designer collections, you will gain insight into the many different roles of today's stylist and the opportunities on offer, including fashion editorial, show/catwalk, music industry and pop promo. You will work towards the creation of a styled image. This will include working within teams in a fully equipped photographic studio to create your own fashion image. Students will need to provide a notebook, camera and CDRs.

### **Design Process**

This course will trace the entire design process from initial spark of inspiration and birth of an idea, through design development, culminating in products as "objects of desire" for today's fickle consumer. Through practical workshops you will investigate sources of inspiration, sketching and development of design ideas and create concept, color and fabric boards. You will consider the validity of your product range through the analysis of customer profiles, market research and shop research. You will then design a range of products for your target customer, culminating in a range board (working drawings) and final design presentation sheets. Students will be shown how to produce accurate, detailed flat garment drawings and introduced to speed drawing techniques. Students will need to provide sketchbooks, A5 and A4 layout pads, drawing materials, camera and boards.

### **Fashion Forecasting**

You will look at how fashion trends evolve and how the past, present and future influence the progress and evolution of fashion products. What is the job of a "cool scout?" What is a "futurista?" You will investigate media (in all its forms), trend predictions, the role of trade fairs, and consider the influences of society, culture and the economy on the creation of style. Students will need to provide notebook and pen, paper scissors, glue, fashion magazines, camera, and some basic art and display materials.

**European Cultural and Historical Studies**

Fashion is continually changing. This element will focus on how these changes occur by examining the great variety of influences on fashion: social events, technological innovations, architecture, the arts, mass media and individual designers. You will examine these influences by participating in a series of escorted visits to carefully selected key exhibitions in museums and art galleries in London. This course underpins the entire program.

# London College of Fashion Summer Program

## Paris Fashion and Culture Field Trip

As part of the Fashion Summer Program curriculum at the London College of Fashion, students will participate in a 5-day excursion to Paris, France.

Students will explore this capital of culture, art, style and inspiration through participation in a variety of carefully planned activities, walks and visits. Starting with a boat trip along the Seine, you will have the opportunity to view the major sights and begin to familiarize yourself with the layout of the city.

You will visit a selection of museums, galleries, churches, food markets, flea markets, designer boutiques, department stores, typical shopping districts as well as major sights, including:

- La Tour Eiffel
- L'Arc de Triomphe
- St. Chappelle
- Le Louvre
- Les Champs Elysees
- Le Moulin Rouge
- Notre Dame

You will experience the atmosphere of areas such as Montmartre (“the Artists Quarter”), Le Marais (“the Old Jewish Quarter”) and Bastille. Evenings will be free for you to enjoy Parisian nightlife and cuisine.

Your program fee includes the following:

- Round-trip Eurostar train travel from London to Paris
- Bed and breakfast accommodation in a typical Parisian hotel, based on double, triple or quadruple occupancy
- All travel by Metro in central Paris
- A three-day museum pass giving you unlimited entry to more than 20 Paris museums, art galleries and monuments
- A “Paris pack” containing useful information relating to all visits and activities on the trip

**This excursion is a mandatory part of the program.** Students not attending risk losing credit and/or being removed from the program. You will not receive a refund for the cost of this excursion if you do not attend.

# University of the Arts

## London College of Fashion Summer Program

### Housing Information

As part of our services to you, IFSA-Butler will make arrangements for your housing. Please read this information before completing your housing preference form.

#### **Is my accommodation included in my program fee?**

Yes. Your program fee includes term-time accommodation in London. If you arrive prior to the IFSA-Butler orientation or wish to remain in the U.K. following the summer program, you are responsible for the arrangement and cost of your accommodation.

#### **Where will I be housed?**

The IFSA-Butler arranged housing where London College of Fashion students live is located in the Edwardian style headquarters of our London office at 21 Pembridge Gardens. It is in the Bayswater area of London, just west of Kensington Gardens. Notting Hill Gate is the nearest tube station. The residence consists of quad, triple, double, and single room accommodation. There are limited single rooms, which cost an additional fee per semester.

All beds are twins. Blankets, pillows, and a bed cover are all provided. Students must bring their own sheets, pillowcases, and towels. Rooms are furnished with a desk and chair, light, bed, wardrobe, and shelves. Each room is furnished with a sink. Showers and toilets are co-ed and located on four floors of the facility. Phones are for outgoing calls only. In case of an emergency, students can be contacted via the IFSA-Butler London office phone during office hours or by the staff member on call out of office hours.

Meals are self-catered and students share a kitchen. Refrigerators, ovens, microwave, utensils, cookware, and staples such as bread and milk are provided. There is also a communal lounge area with TV. There are no laundry facilities, but the resident advisors will suggest to students where the nearest laundry facility is.

#### **Is there a meal plan?**

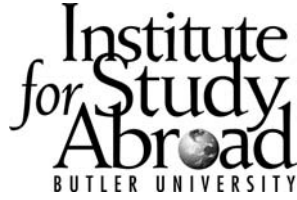
No. There is no meal plan included in the program fee. Students will have access to kitchen facilities where they can prepare meals for themselves. There are also many restaurants and pubs in the area that serve food.

#### **What should I do if I have any special needs?**

If you have any special needs related to your accommodation, please notify your IFSA-Butler program advisor as early as possible so we have adequate time to make appropriate arrangements. Please note that special needs are not the same as accommodation requests or preferences. You will be expected to accept whatever housing offer is made. **Accommodation is guaranteed, but your preferences are not.**

#### **Can I arrange my own housing independently?**

No. Students attending the Fashion Summer Program at LCF may not make their own housing arrangements. You are expected to accept the housing assignment that is offered to you. This works to your advantage in London, where housing is often very expensive and difficult to come by.



# Housing Preference Form

## University of the Arts

**Please complete and return within 10 days of receipt to:**  
Institute for Study Abroad, Butler University  
1100 W. 42nd Street, Suite 305  
Indianapolis, IN 46208-3345  
Fax 317-940-9704

**Name:** \_\_\_\_\_ **Home University:** \_\_\_\_\_

**Gender:**  Male  Female

### A. Housing Arrangement Preferences

If available, I would prefer:

Smoking  Non-smoking  Single-gender residence

*\*These options may not be available*

Please explain any specific religious or other daily living needs that necessitate particular features/considerations in your accommodation or for the IFSA-Butler orientation.

*Not all requests can be accommodated. You may be charged an additional fee if your request is accommodated.*

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Please list any roommate requests. All requests must be mutual and in writing but cannot be guaranteed.

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