



Amsterdam University  
of Applied Sciences

# AMFI - AMSTERDAM FASHION INSTITUTE

INTERNATIONAL BACHELOR'S  
PROGRAMME FULL-TIME  
2016-2017



CREATING TOMORROW

# AMFI - AMSTERDAM FASHION INSTITUTE

## FASHION & TEXTILE TECHNOLOGIES\*

ARE YOU CREATIVE, AMBITIOUS, AND DO YOU HAVE A PASSION FOR FASHION? AMFI OFFERS A FULL-TIME, 4-YEAR INTERNATIONAL BACHELOR'S DEGREE PROGRAMME WHICH FORMS A GOOD BASIS FOR A SUCCESSFUL CAREER IN THE FASHION INDUSTRY.

### FOR WHOM

- ▶ You are creative.
- ▶ You have a passion for fashion.
- ▶ You are interested in society, culture and economics.

### STUDY PROGRAMME

- ▶ **Year 1:** You create a style book, an inspiration book and a prototype. Thereafter you focus on the programme specialisation of your choice.
- ▶ **Year 2:** You discover what the fashion industry expects from you, and what you can contribute to the fashion industry. The courses you follow differ per programme specialisation.
- ▶ **Year 3 and 4:** You nurture your own talent. You choose a minor, an internship and a course specialisation. You conclude your study programme with a graduation project.

The study programme is divided into three programme specialisations:

- ▶ **Fashion & Design:** design, concepts and trends, collections, fabric knowledge, pattern drawing, developing and visualisation.
- ▶ **Fashion & Management:** fabric knowledge, collections, production theory, ICT logistics, international business, retail, marketing, management skills and business economics.
- ▶ **Fashion & Branding:** concepts and trends, brand strategies, marketing and visual communication, writing for target groups, 3D presentation, graphic design and visual merchandising.

There is a supplementary Honours Talent Programme for students seeking an additional challenge.

### TITLE

Bachelor of Science.

### CAREER POSSIBILITIES

Possible future job roles:

- ▶ **Fashion & Design:** designer for the industry, independent designer or fashion forecaster.

\* This is the official name by which the programme is registered with the Education Implementation Service (DUO).



- ▶ **Fashion & Management:** buyer/product manager, production coordinator or retail manager.
- ▶ **Fashion & Branding:** art director, concept developer or creative producer.

### STUDY LOAD

- ▶ 42 teaching weeks per year.
- ▶ 40 hours per week, of which 20 contact hours (lectures and practical training).
- ▶ The remaining hours are devoted to projects, research, assignments and private study (preparation of lessons and examinations).
- ▶ In each academic year you earn up to 60 credits, thus 240 credits for the total programme.
- ▶ One credit (1 ECTS) represents 28 hours of work.
- ▶ In the first academic year, you must attain 60 credits from the Amsterdam University of Applied Sciences (AUAS). If you attain fewer than 50 credits, the AUAS will issue a negative binding study advice (BSA). This means you will not be able to continue with the programme.

### ADMISSION REQUIREMENTS

To be eligible to apply to AMFI your qualifications must be equivalent to the Dutch entrance requirements. The Nuffic (Netherlands University Foundation for International Cooperation) assesses and evaluates foreign diplomas. You should have completed secondary education at university entrance level. Visit [amsterdamuas.com/amfi](http://amsterdamuas.com/amfi) for the latest information about admission.

### ENROLMENT

Submit your enrolment request via [www.studielink.nl](http://www.studielink.nl). AMFI has a limited number of available places and a fully decentralised selection. The deadline to apply in Studielink to start the programme in September 2016 is **15 March 2016**. Selection includes an assignment and a motivation interview. Candidates are notified if selected; the final central selection is made by DUO.

### FURTHER INFORMATION

For more details about the programme and enrolment visit:

- ▶ [amsterdamuas.com/amfi](http://amsterdamuas.com/amfi)
- ▶ [amsterdamuas.com/enrolment](http://amsterdamuas.com/enrolment)

### CONTACT

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[AMSTERDAMUAS.COM/AMFI](http://AMSTERDAMUAS.COM/AMFI)

'At AMFI you learn digital skills which are important for your future in the fashion industry'

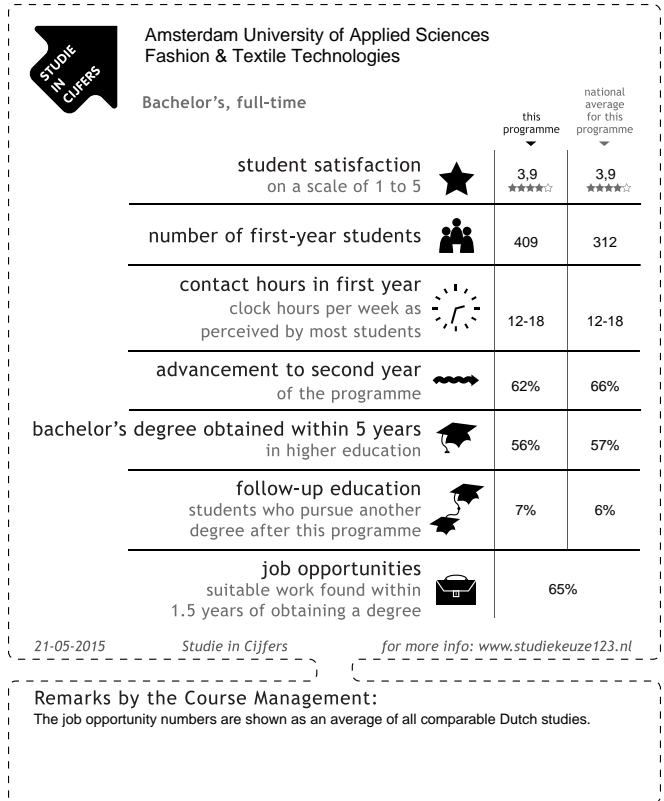
Christiaan de Vries, fourth-year student Fashion & Design



## PROGRAMME IN FIGURES

It is important to prepare well in order to choose a study programme that is right for you. In order to make the right choice it is also important that you seek objective information. The Programme in Figures (Studie in Cijfers) chart, which is based on national studies and government data, can help. Where possible, the scores for AUAS programmes are compared to the national average. This enables you to form an impression of programmes and compare different programmes in a quick and recognisable manner. For the Labour Market element, only the national score is available.

**Notice:** The official programme name (CROHO) of AMFI is Fashion & Textile Technologies.



## AMSTERDAM UNIVERSITY OF APPLIED SCIENCES

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### Cover image

Photography: ©Team Peter Stigter  
Design: graduation collection alumnus Abbie Stirrup



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