



Old Dominion University  
is proud to present the **2010  
SUMMER FASHION ACADEMY.**

This program is open to all high school students who love fashion. The Fashion Academy will be held **JULY 26TH - 30TH** on Old Dominion University's main campus. The Academy will provide the opportunity for students to explore college level activities in fashion merchandising within the areas of retailing, trend forecasting, fashion marketing, fashion history, psychology of dress and various careers within the industry.

*"THE FASHION ACADEMY WAS AWESOME! IT WAS A GREAT EXPERIENCE AND ALL THE ACTIVITIES WERE VERY FUN. THE TEACHERS AND THE STUDENTS WERE AMAZING!"*

*"THIS EXPERIENCE WAS FANTASTIC AND HAS OPENED MY EYES, I NOW DEFINITELY PLAN ON APPLYING TO COLLEGE FOR FASHION."*

*"I ENJOYED MEETING NEW PEOPLE FROM DIFFERENT AREAS THAT WERE INTERESTED IN FASHION."*

*"THE COURSES COVERED SO MUCH, IT WAS MORE THAN I IMAGINED."*

*"COMING TO THE ACADEMY I WAS SCARED IT WOULD ONLY FOCUS ON MERCHANDISING, BUT DESIGN WAS COVERED TOO AND EVERYTHING WAS SO WELL BALANCED. IT WORKED OUT WONDERFULLY."*

## The feedback:

Quotes from students past

*“THE FASHION ACADEMY REALLY ALLOWED ME TO EXPRESS MY CREATIVITY.”*

*“I LOVED ALL THE HANDS-ON ACTIVITIES AS WELL AS THE AMOUNT OF SUPPLIES GIVEN FOR ALL THE PROJECTS.”*

*“I REALLY ENJOYED THE GUEST SPEAKERS, I LOVED TO HEARING THEIR OUTLOOKS AND ADVICE ABOUT THE FASHION INDUSTRY.”*

*“ALL OF THE INSTRUCTORS WERE GREAT, THEY WERE SO MUCH FUN TO WORK WITH AND SHARED SO MUCH ABOUT THEIR EXPERIENCES IN THE FASHION INDUSTRY.”*

*“I LOVED THE DESIGN ACTIVITIES, AND THE FASHION SHOW WAS SO MUCH FUN.”*

*“ALL OF THE INSTRUCTORS HAVE GREAT PERSONALITIES AND ARE ENTHUSIASTIC TO TEACH AND SHARE INFORMATION.”*

Registration is open to the first thirty applicants. The **REGISTRATION COST OF \$350** includes innovative instruction, exciting guest speakers from various sectors of the fashion industry, transportation for a field trip, supplies, and course completion ceremony. Experience the exciting field of fashion at Old Dominion University’s Fashion Academy.

## How it goes down:

MOOD BOARDS **THE STUDY OF BALLIWOOD**  
*LOOK BOOKS, THE STUDY OF STYLING* TIME  
CAPSULE, THE IMPACTS OF THE PAST AND FUTURE ON DESIGN **CAREER**  
**BOARD, STUDENTS DISCOVER THEIR**  
**FUTURE IN FASHION** BATKING AND OTHER METHODS  
OF TEXTILE DYEING *FAUX FUR HANDBAG DESIGN*  
**FASHION PHOTOGRAPHY CULTURE BEHIND FASHION**  
**THE BUSINESS OF FASHION** *GLOBALISTA,*  
*THE STUDY OF GLOBALIZATION AND*  
*DESIGN* WHAT NOT TO WEAR **CELEBRITY STYLING**  
*VISUAL MERCHANDISING* **TARGET MARKETING**  
COMPONENTS OF FASHION DESIGN,  
FUNDAMENTAL ELEMENTS OF DESIGN  
**REDESIGNS, ADAPTING EXISTING DESIGNS**  
**FOR A NEW TARGET MARKET** *ACCESSORY*  
*DESIGN FOR A CAUSE* **RECESSIONISTA, THE STUDY**  
**OF THE RECESSION AND ITS IMPACT ON THE FASHION INDUSTRY**  
**SKETCHING** *ECO-DESIGN, THE USE OF*  
*COMMON RECYCLABLES IN GARMENT*  
*DESIGN* **GLOBAL PERSPECTIVES AND DESIGN**

THIS IS A BRIEF LISTING OF PREVIOUS TOPICS AND ACTIVITIES AT THE ACADEMY. ALL OF THESE TOPICS AND ACTIVITIES MAY NOT BE COVERED (ALTHOUGH, WE HOPE THEY ARE!), THEY ARE SELECTED BASED ON THE MOST CURRENT INDUSTRY TRENDS.

## Who's lucky enough:

HIGH SCHOOL STUDENTS

## What awesomeness:

FASHION ACADEMY

## When you rock:

JULY 26-30 2010

10:00 AM - 6:00 PM

## Where you roll:

OLD DOMINION UNIVERSITY

EDUCATION BUILDING

## Small price to pay:

\$350 FOR FIVE DAYS OF FUN

FILLED FASHION ACTIVITIES

OPEN REGISTRATION:

\$100 DEPOSIT TO RESERVE A SEAT

\$125 1ST PAYMENT DUE BY JUNE 15

\$125 2ND PAYMENT DUE BY JULY 16