

DENOMINACIÓN	English for the Fashion Industry
OBJETIVO GENERAL	
Adquirir las habilidades de comunicación necesarias para iniciarse en el mundo del Diseño de Moda e Industria Textil.	
OBJETIVOS ESPECIFICOS	
<p>Ser capaz de describir el proceso completo de una prenda desde su diseño hasta su comercialización con un vocabulario correcto.</p> <p>Ser capaz de crear y desarrollar una marca comercial propia utilizando palabras técnicas adecuadas</p> <p>Ser capaz de utilizar palabras técnicas adecuadas para negociar.</p>	
CONTENIDO	
<p>Introduction to fashion; Grammar: Spelling-<i>ing</i> verbs. Topics and skills: Working in fashion, garments and garment parts, colours, describing job roles, talking about current projects. History of fashion. Grammar: Past simple, past participles <i>Used to...</i> Topics and skills: Milestones in fashion, trends, illustration techniques. Functions: Talking about illustration briefs. Textiles Grammar: The passive. Topics and skills: Explaining a process, requests and responses Garment construction Topics and skills: Pattern equipment, pattern places, measurements and specifications, talking about specifications, fitting phrases, adjusting measurements. Production Grammar: Reported speech. Topics and skills: Production problems, packing methods, explaining causes and effects, reporting information, describing packaging. Promotion Grammar: Promotional verbs. Topics and skills: Promotional channels, branding, marketing campaigns, writing press releases, explaining objectives and priorities, making suggestions / responding to suggestions. Events Topics and skills: Planning, job roles and responsibilities, fashion writing, talking about delegation, discussing problems and apologies, describing fashion.</p>	

CALENDARIO	
FECHA INICIO: 05/02/18	FECHA FIN: 09/04/18
HORARIO: L,X de 14:00-15:00	
Nº DE HORAS: 24	NIVEL: A2