

Welcome to BIAD.

Studying and perhaps moving away to University is a big step and we want you to be confident that Birmingham is the right choice – so we like to interview everyone. That way, we not only meet you but you can view the course and staff first hand and have an opportunity to ask questions.

The following are a few guidelines as to how to prepare.

We look forward to meeting you.

Alison Rapsey

Course Director

What to bring to the Interview :

For “A” level , National Diploma, Higher National Diploma in Fashion or related subject of Foundation in Art and Design.

- We expect you to bring a good selection of your best work. So bring your best pieces but not everything. You should ask a tutor to help you select and present your work.
- Bring sketchbooks as well as finished work.
- Bring garments or accessories or any other design led outcome such as textiles or jewellery for example. Clear photographic records are acceptable.
- Bring examples of any CAD related work or photography.
- Bring examples of written projects such as essays or case studies
- If you haven't any creative subject background consider creating mood boards on fashion trends and styles to bring with you

If you are an applicant from industry:

- We are particularly interested in your past experience, qualifications, personal attributes, what drives your interest in the programme.
- We are also interested to see anything visual which you might consider relevant to help support your application.

The structure of your interview is as follows:

Please ensure that you make prior arrangements to arrive well on time. Delays make it difficult for us to be able to conduct each part of the interview process smoothly.

If you have a relative or a friend who is accompanying you, please make them fully aware that the whole process can take anything up to three hours as we have a number of applicants to interview. However we do our best to accommodate long distance candidates first.

Applicants are to be asked to report to the main reception of the BIAD Building, Corporation Street, Gosta Green, Birmingham. An excellent canteen is to be found in the reception.

- You will be greeted by a member of the Course Team and taken to the Fashion Retail Department.
- There will be short presentation on the course and show you some of the students work.
- All applicants are then interviewed for 10- 15 minutes individually.
- We then contact you within 7-10 working days to let you know of the outcome.

Should you require any further information, please do not hesitate to contact the Admissions Office on 0121 331 6365.

We look forward to meeting you.

Alison Rapsey
Course Director
BA (Hons) Fashion Retail Management.

Please complete all questions and bring along with you to your interview.

A) Your Career aspirations:

1. Why do you wish to apply for a course in Fashion? What do you wish to achieve?
2. Have you visited many courses? If so, which ones?
3. What skills do you think you should develop from Fashion Retail Management course?
4. What area of the Fashion Retail Business interests you? For examples: buying, merchandising, sourcing, visual merchandising, styling, forecasting, marketing, promoting, management and so forth. You may not know at this stage and could put down a variety of options.

B) What fashion means to you:

1. Which shops do you consider to be exciting and inspirational when you walk through the door?
2. Who are your favourite designers and why?