



# AMFI - AMSTERDAM FASHION INSTITUTE

## FULL-TIME BACHELOR'S DEGREE PROGRAMME

2020-2021

ARE YOU CREATIVE, AMBITIOUS, OUTSPOKEN AND PASSIONATE ABOUT FASHION? AND ARE YOU WILLING TO WORK HARD? AMFI OFFERS YOU A FULL-TIME, FOUR-YEAR BACHELOR'S DEGREE PROGRAMME THAT PROVIDES A SOLID BASE FOR YOUR CAREER IN THE DUTCH OR INTERNATIONAL FASHION INDUSTRY.

AMFI is the only Bachelor's degree programme in the Netherlands to cover the entire fashion chain, from design and manufacturing to distribution and communication. Our programme allows you to develop your design, management and branding skills, or combine aspects of these dimensions. AMFI offers its Bachelor's degree programme in both Dutch and English.

AMFI is a member of the International Foundation of Fashion Technology Institutes (IFFTI), the International Apparel Federation (IAF) and the Cumulus Association. Projects from the business sector are integrated in the programme. Our collaborations include ones with G-Star, HEMA, Converse, DENHAM, McGregor, Candiani Denim, Lectra and Tommy Hilfiger. AMFI also has a network of over 1300 internship companies worldwide. Moreover, AMFI has its own fashion brand, iNDIVIDUALS.

### MEET OUR STUDENT

Flora van den Berg - student  
AMFI - International course

*"I am a bit of an exception, as I am quite a bit older than the average student. I quit my job as a social media manager and chose AMFI in order to further develop my creativity and learn more about branding, a topic that has always interested me. So far, I have noticed that the school is a tight-knit community. You easily get to know your fellow students, and lecturers know you by name. I think it's great that you have so much freedom in the third and fourth year to truly focus on the direction you want to take in the industry. I am confident that this freedom will allow me to find a job that suits my skills and interests perfectly after AMFI."*

# PROGRAMME FACTS

## AMFI - AMSTERDAM FASHION INSTITUTE

FASHION AND TEXTILE TECHNOLOGIES\*

[AMSTERDAMUAS.COM/AMFI](https://amsterdamuas.com/amfi)

### FOR WHOM?

- ▶ You are creative, ambitious and outspoken
- ▶ You have a passion for fashion
- ▶ You have a broad interest in society, culture and the creative industry

### CAREER OPPORTUNITIES

Completing your Bachelor's degree programme at AMFI will prepare you well for a career in the fashion industry. The three dimensions cover nearly all possible roles at Bachelor's level in the fashion industry. During and after your study you can take advantage of the excellent contacts that AMFI maintains with the international fashion industry and business community. Examples of professional roles: independent designer, buyer/product manager and creative producer.

### MAIN COURSES

- ▶ Design: designing, concepts and trends, realisation and visualisation.
- ▶ Management: textile knowledge, product theory, ICT logistics, international business management, marketing, management skills and economics.
- ▶ Branding: concepts and trends, brand strategy, target-group oriented writing, spatial and graphic design and visual communication.

### STUDY LOAD

- ▶ 42 weeks of teaching per year.
- ▶ 16 contact hours per week in the foundation year.
- ▶ 24 self-study hours per week.
- ▶ During the foundation year you must obtain at least 50 credits (out of 60 credits total) in order to continue to the second year. One credit represents 28 hours of study.

### ADMISSION REQUIREMENTS

To be eligible to apply to AMFI your qualifications must be equivalent to those that Dutch students must comply with.

 VARIANT	Full-time
 LEVEL	Bachelor's
 START	September
 TITLE	Bachelor of Science
 AREA OF INTEREST	Design

Following your enrolment request, the programme department will invite you to the selection procedure. Visit [amsterdamuas.com/amfi](https://amsterdamuas.com/amfi) for more information.

### ENROLMENT AND SELECTION

Enrol no later than 15 January 2020 via [hva.studielink.nl](https://hva.studielink.nl), using your DigiD electronic identification. Allow at least 3 working days to receive your DigiD. After enrolling, you must take part in a selection procedure, since the degree programme has a limited number of places (numerus fixus). You will be invited by AMFI to participate.

### STUDY CHOICE ACTIVITIES

- ▶ Open days 2 November, 14 December and 8 February.

### FURTHER INFORMATION

- ▶ [amfi.nl](https://amfi.nl)
- ▶ [amsterdamuas.com/amfi](https://amsterdamuas.com/amfi)
- ▶ [coursecatalogue.amsterdamuas.com](https://coursecatalogue.amsterdamuas.com)
- ▶ [amsterdamuas.com/selection](https://amsterdamuas.com/selection)

### SOCIAL MEDIA

- ▶ Facebook: @amsterdampfashioninstitute
- ▶ Instagram: @amfinl

### CONTACT

**WhatsApp:** +31 6 2115 5262 (workdays 09:30-16:00)  
**Telephone:** +31 20 595 45 80 (workdays 10:00-16:00)  
**Email:** [studentdesk.amfi@hva.nl](mailto:studentdesk.amfi@hva.nl)

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