



# FASHION PORTFOLIO MANAGEMENT – 6 MONTH (DIGITAL FASHION PORTFOLIO)

Focus: Online presence, digital presentation, global & freelance readiness

Outcome: Professional digital portfolio for brands, colleges & clients

## MONTH 1 – FOUNDATION & PORTFOLIO THINKING

### Module 1: Understanding Fashion Portfolios (Digital)

- What a fashion portfolio represents in the industry
- Portfolio types:
  - Design
  - Styling
  - Illustration
  - Accessories
  - Textile
- Recruiter & client expectations
- Global vs Indian portfolio standards

#### Practical

- Portfolio goal setting
- Skill & niche identification

### Module 2: Digital Visual Language

- Understanding digital aesthetics
- Layout psychology & screen viewing
- Color consistency & branding
- Typography basics for portfolios

#### Practical

- Mood boards
- Digital style direction

## MONTH 2 – CONTENT CREATION & CURATION

### Module 3: Project Planning & Storytelling

- Concept building for portfolio projects
- Research → inspiration → execution flow
- Writing design concepts digitally
- Visual storytelling

#### Practical

- Concept notes
- Project flow mapping

### Module 4: Photography & Documentation

- Photographing artworks & garments
- Lighting, background & angles
- Flat lays & styled shots
- Editing basics (color correction, clarity)

#### Practical

- Digital photoshoot of work
- Before–after image corrections

## MONTH 3 – DIGITAL TOOLS & DESIGN

### Module 5: Digital Portfolio Tools

- Canva (advanced layouts)
- Adobe InDesign / Photoshop (intro level)
- Procreate (for illustration portfolios)

#### Practical

- Digital page creation
- Layout consistency exercises

### Module 6: UI, Flow & Navigation

- Page sequencing
- Visual hierarchy
- Interactive PDFs
- File formats & resolution

#### Practical

- First digital draft portfolio

## MONTH 4 – ONLINE PRESENCE & BRANDING

### Module 7: Personal Brand Building

- Defining design identity
- Logo & personal mark (optional)
- Color palette & fonts

#### Practical

- Brand kit creation

### Module 8: Online Platforms

- Behance
- Instagram as portfolio
- Website basics (Wix / Squarespace intro)
- Google Drive & PDF sharing

#### Practical

- Uploading & optimizing portfolios

## MONTH 5 – PROFESSIONAL READINESS

### Module 9: Industry Presentation

- Portfolio pitching
- Writing emails & proposals
- Client-specific customization

#### Practical

- Mock client presentations

### Module 10: Career & Freelancing

- Fashion freelancing basics
- Pricing creative work
- Copyright & plagiarism awareness

#### Practical

- Freelance-ready digital kit

## MONTH 6 – FINAL DIGITAL PORTFOLIO

### Module 11: Final Editing & Refinement

- Removing weak work
- Feedback & corrections
- Industry-ready polishing

### Module 12: Final Submission

#### Final Output

- Complete digital portfolio (PDF + online)
- 10–15 curated projects
- Brand-aligned presentation



## Contact details

Addresses: 17/1 Kanchan Villa, New Palasia Indore ( M.P)

Contact: 9752110483, 97527111184

Email: [enquiry@shashankinstitutes.in](mailto:enquiry@shashankinstitutes.in)

Website: <https://shashankinstitutes.in/>