

International  
School of  
Design

# Fashion Design and Innovation



**ANÁHUAC  
CANCÚN**



**INTERNATIONAL CAMPUS**

# Become a Positive-Action International Leader



The **International University of Cancún** is currently ranked in the top **2%** of the best **universities in the world**



## Why study at Anáhuac Cancún?

- 1.** Studying at the International Campus of the Anáhuac Network will increase your employment opportunities.
- 2.** With more than 43 nationalities within our university community, you will have a multicultural experience that will help you adapt to the global business environment.
- 3.** Our recognized academic excellence will enhance your performance and prepare you for a successful career.
- 4.** Our values and comprehensive training programmes will help you to shape your performance to better face life's challenges and adapt to change.
- 5.** With our personalized attention you will thrive in a positive learning environment.
- 6.** Our competency-based semi flexible model focuses on you and the way you learn, allowing you to work at your own pace while providing you with learning experiences that allow you to put theory into practice.



## We inspire global leaders with positive vision

For more than 50 years, Anáhuac University has prepared young professionals with integrity and values, people with an innovative, entrepreneurial spirit. Known for their commitment to others, Anáhuac graduates are agents of change, eager to transform society in a bold, positive way.

## General Accreditations

Accredited by the *Federación de Instituciones Mexicanas Particulares de Educación Superior* [Federation of Private Mexican Institutions of Higher Education] for having achieved the highest level of educational quality.



## International Memberships



ORGANIZACIÓN DE  
UNIVERSIDADES CATÓLICAS  
DE AMÉRICA LATINA Y EL CARIBE



# International School of Design

We study design from a methodology based on solving problems from an integral perspective, which means to have a clear notion of techniques, plastic and constructive design strategies. Always from a sustainable, ethical and humanistic point of view.

## Approach

This Program focuses on the fashion industry and general communication trends. It creates entrepreneurs in fashion, fosters experience working with real clients and generates projects that link solutions to comprehensive problems and an integrative fashion business vision.

## Accreditations

- COMAPROD



**comaprod**

consejo  
mexicano  
para la acreditación  
de programas de diseño a. c.

## Alliances for internship

In progress with Italy Polimoda and Biani.

Bachelor's Degree in  
Fashion Design and Innovation

Create. Design.

**Graduate Profile**

The bachelor in fashion design generates proposals in design and creates strategies related with fashion and global trends in different areas like jewelry, accessories, communications and business fashion from a thorough market analysis.



### What will you do as a graduate in Fashion Design and Innovation?

- Carry out research about fashion trends and fashion markets.
- Study the influential factors of the International fashion industry.
- Design and create any garment.
- Lead projects that propel new creations and sustainable trends in the fashion industry.
- Manage resources that are used for production in fashion industry based on consumer needs, consumption patterns and the sociocultural context.

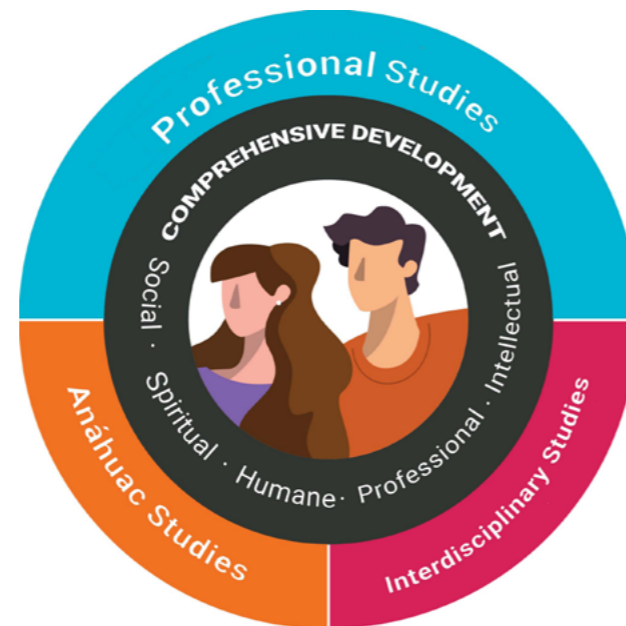
### Why choose Anáhuac Cancún University to study Fashion Design and Innovation?

- Anáhuac Cancún is an international University with students and professors from 43 different nationalities.
- You will have subjects in English and programs on-line.
- You will specialize in designing and producing your own fashion business plan from concept to execution.
- Discover the amazing opportunity to create your own fashion brand or designing your own accessories in the best incubator to elevate the fashion business industry in your country.

### Where can you work?

- The Creative Director of your own brand of clothing and accessories.
- A national and international designer.
- Trend analyst in various industries.
- Fashion buyer.
- Personal image consultant.
- Stylist in Editorial and advertising fashion.
- Curator and restorer of classic collections and acclaimed fashion museums.
- Editor or journalist in magazines, media and fashion blogs.
- Marketing and communication consultant for global apparel brands.
- Visual identity consultant for fashion brands.
- Showcase designer and visual merchandising.

### Model 2025



### Study Plan

01 02 03 04 05 06 07 08

Geometrical drawing	Research for design	Textile fibre technology	Textil I	Design and marketing	Projet management	Research seminar I	Research seminar II
4.5c	4.5c	4.5c	4.5c	6c	6c	6c	7.5
Morphology	Design fundamentals	Critical thinking	Fashion design II	product and fashion photography	Fashion publishing and journalism	Prácticum II	Legal aspects in design
7.5c	7.5c	4.5c	6c	6c	4.5c	6c	6c
Color	Principles of photography	Fashion design I	Digital pattern making	Experimental and sustainable fashion	Prácticum I	E-Commerce and fashion business	Regional B
6c	6c	6c	6c	4.5c	6c	4.5c	6c
Tailoring techniques	Pattern workin workshop	Pattern making workshop II	Fashion culture and context	Fashion systems and visual studies	Visual strategy of fashion brand	Accessories design	Portfolio
4.5c	6c	7.5c	4.5c	4.5c	6c	4.5c	4.5c
Vector drawing	History of fashion	Digital tools for fashion	Trends	Digital drawing 3D	MINOR II	Footwear design	Production of fashion events
4.5c	4.5c	4.5c	4.5c	4.5c	6c MINOR	4.5c	4.5c
Principles of drawing	figurine drawing	University education A	Fashionable styling	MINOR I	Elective Inter	MINOR III	MINOR IV
7.5c	6c	3c	4.5c	6c MINOR	6c	6c MINOR	6c MINOR
Introduction to fashion studies	Fundamental Anthropology I	Textile and fashion illustration	University education B	Elective Inter	Social responsibility and sustainability	Regional A	
4.5c	6c	4.5c	3c	6c	6c	4.5	
Leadership and personal development	Skill for entrepreneurship	Leadership and high performance teams	Elective workshop III	Elective Anáhuac	Didactic and contemporary humanism	Elective Anáhuac	
6c RUTA L-E	3c RUTA L-E	3c RUTA L-E	3c	6c	6c	6c	
Ser universitario	Elective workshop I	Person and transcendence	Entrepreneurs and innovation				
6c	3c	6c	6c RUTA L-E				
	Elective workshop II		Ethics				
	3c		9c				
<b>Total 51c</b>	<b>Total 49.5c</b>	<b>Total 49.5c</b>	<b>Total 51c</b>	<b>Total 43.5c</b>	<b>Total 46.5c</b>	<b>Total 42c</b>	<b>Total 33c</b>

LEADERSHIP & ENTREPRENEURSHIP STUDIES

Professional Studies: 270 credits Anahuac Studies: 54 credits Interdisciplinary Studies: 42 credits = 366 Total number of credits

#### Additional Credits:

Throughout the bachelor's degree, you will take various mandatory and complementary subjects as part of your comprehensive education: Languages, Communication and Digital Skills, Anáhuac Support Programs, and/or Mathematics.

# Hometown Cancun

World's **number one** resort destination, with more than **30 million visitors** per year.

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Mexico's fastest **growing city**.

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International travel gateway **linking the world** with non-stop flights.

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**High ranking** quality of life.

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**Multicultural, multilingual and inclusive** way of life.



# INTERNATIONALIZATION



[FEBRUARY 2022]

THE INTERNATIONAL UNIVERSITY OF CANCUN

## Anáhuac Network

+110,000

Alumni

48,000

Enrolled students

+668

International exchange opportunities

17.5%

of the CEO's of companies listed on the Mexican Stock Exchange are Anáhuac graduates.

Anáhuac is in the top

2%

of the Best Universities in the World.



## Anáhuac Leadership Programs

**Cutting-edge programs for the development of leaders**, offering you a diploma course which includes establishing contacts and building professional networks, national and international professional development seminars, workshops, conferences, specialized topics and multidisciplinary integration. We offer different profiles:

- **ACCION:** Sports Leadership Program.
- **ALPHA:** Leadership Programs in Medicine.
- **CIMA:** University Student Leadership Program.
- **CREA:** Leadership Program in Communication.
- **CULMEN:** Leadership Program in Art and Culture.
- **FRONTIER+:** Research Leadership Program.
- **GENERA:** Corporate Leadership Program.
- **IMPULSA:** Social Commitment Leadership Program.
- **LUMEN:** Catholic Leadership Program.
- **ORBIS:** Tourism, Hospitality and Gastronomy Leadership Program.
- **SINERGIA:** Public Administration Leadership Program.

## Anáhuac Excellence and Human Values Programs

- **VÉRTICE:** Excellence Program.
- **GENTE NUEVA:** Human Values Program.

# The best university life experience

University life is an important part of the integral development of our students, both in and outside of the classroom. It offers space, moments and opportunities to listen, support and create.

## Student Relations

Our students share and promote the ideal of leading by example, and their capacity for initiative and commitment reaches its full potential by integrating individual talent into initiatives organized by the School Student Societies, the Federation of Student Societies (FESAL) and the Association of Foreign Students Anahuac (ADEFSA).

## Sports

We offer you more than 20 areas of study as well as elective subjects that enable students to develop their skills in first-class sports facilities.

Football, soccer, tennis, basketball, volleyball, archery, golf, diving, paddle-boarding, pilates, sport climbing, crossfit, taekwondo, cheerleading team, jiu jitsu, among others.

## Art and Culture

An extensive variety of international-caliber cultural and artistic events and workshops with a focus on wide-ranging development. Workshops on salsa, painting, theater, hip hop, and groups representing dance and music.

## Social Commitment

*Acción Social Universidad Anáhuac (ASUA)* is a student body with volunteer projects that foster the development of genuine awareness based on universal values. It promotes students to take a lead in improving the living conditions of those in need of material, human or spiritual support thus enriching our students' all round development while transforming them into true positive-action international leaders.

## Campus Ministry

The Campus Ministry offers spiritual care to our students interested in having this service. In addition, they organize and promote different activities and programs which seek to create awareness about the transcendent reality of every person, in the search for the ultimate meaning of one's life, as well as the commitment that we all have with our fellow men, particularly with those most in need.







To find out more about the requirements, scan the QR code or visit <https://www.anahuac.mx/cancun/en/admission-process>



# THE INTERNATIONAL UNIVERSITY OF CANCUN



For more information, visit: <https://www.anahuac.mx/cancun/en/bachelors-degree>  
or contact us at:

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 Universidad Anáhuac Cancún

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