Careers in Fashion Communication

Do you enjoy fashion, beauty or dream of working for a magazine?

Publishers need applicants who have knowledge of the editorial process and excellent written and visual communication skills. The Greenlee School, equipped with digital newsrooms and multimedia labs can teach you the methods and give you the professional experiences the magazine industry looks for in job applicants.

Greenlee courses to get you on track:

- JL MC 242: Visual Communication
- JL MC 316: Introduction to Digital Publishing
- JL MC 341: Contemporary Magazine Publishing
- JL MC 344: Feature Writing
- JL MC 390J: Beauty and Fashion Writing
- JL MC 449: Editorial Strategies
- PR 321: Public Relations Writing
- ADVRT 434: Advertising Campaigns

Our students have interned at these companies:

- Hearst Digital
- Sports Illustrated
- O, The Oprah Magazine
- TRUE Model Management
- CityView Magazine
- Lancome
- Spry Living
- Gannett Design Studio
- Delta Sky Magazine

Iowa State opportunities in fashion communication:

Get involved with magazine publications including: Trend, Revival or SIR. Work for the Iowa State Daily style section. The Fashion Show - apply for positions with the annual ISU Fashion Show working on the public relations and marketing time, as a photographer or art director.

Want to know more?
Contact us: greenlee-advisers@iastate.edu
As a Greenlee student, Jefferson has found many opportunities to put his own twist on things other than his clothes. In his first semester on campus he got involved with Trend Magazine’s “Trend for Men” section, where he got first-hand experience working on photo shoots and developing magazine content. The next semester he was named the section’s director. Jefferson went on to become the editor of Sir magazine, a student publication geared towards men, where he’s continuing his streak of injecting his personality into ISU student publications.

After he graduates he plans to pursue a job at a fashion magazine as a writer, stylist or content producer. No matter where his career takes him, he says Greenlee is to thank for providing him with the opportunities that taught him to apply his creativity in the industry he aspires to work in.

“I like writing about fashion because I can really do what I want with it,” Jefferson said. “I pretty much have an endless template to draw from, but I get to put my own personal flair on it.”

Fashion has always come naturally to Devon “DJ” Jefferson. He grew up drawing inspiration from high fashion and implementing the latest styles into his own clothes and was even named best dressed in his senior class’s yearbook. While in high school, he worked for the school newspaper as a reporter and editor, but it wasn’t until he arrived at Iowa State that he considered combining his passion for fashion with the journalism degree he was pursuing.

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