



Design Academy of Fashion is excited to offer secondary education learners the chance to experience a week in the wonderful world of the Fashion Industry.

If you are considering a career in fashion design, garment production or textiles then this informative Holiday Fashion School will offer insight into how designers communicate their ideas, how to illustrate fashion and present your own design ideas.

The course explores the following topics:

- Fashion Design Illustration and Visual Communication
- Fashion Design Research
- Fashion Design Trends
- Translating creative ideas into products
- Product testing and sampling
- Presenting ideas

Monday – 24 June 2019

An immersive day of design research and mood board creating. You will be exposed to trend forecasting information-including magazines, film and influences on Instagram. The day will end with the creation of a fashion line up.

Tuesday– 25 June 2019

Design product development, prototyping and sampling. You will begin to translate your flat product illustration into a 3 dimensional product, focusing on getting the right silhouette and methods of embellishment in order to enhance the design features and ideas. Bring an old T-Shirt to deconstruct and reconfigure. The day will end with a styling shoot.

Wednesday– 26 June 2019

We explore methods of how best to communicate design ideas on paper – fashion rendering, design product development, prototyping and sampling. You will begin to translate your flat product illustration into a 3 dimensional product – basic pattern making, focusing on getting the right silhouette and methods of embellishment in order to enhance the design features and ideas.

Thursday – 27 June 2019

Fashion Design Prototype testing, finishing and fitting. Making sure the fashion product is fit for purpose and correlates with the original design idea – this is the focus of the testing & finishing day. Once you are happy with your product, we look at reading your design idea and product for presentation to an audience. Students will design a collage Vinyl print onto their tote bags.

Friday – 28 June 2019

Fashion Design Product Presentation. It is crucial that designers can communicate their ideas to an audience in a concise, clear manner. Today is all about selling your idea and product to future customers. We will be doing a flat lay and styling your look.

2019 HOLIDAY FASHION SCHOOL – APPLICATION FORMS

Personal Details (student):

Title e.g. Mr/ Ms	
First Name	
Surname	
Residential address	
Code	
Phone no.	
Cell no.	
Email	

Gender	Male	<input type="checkbox"/>	Female	<input type="checkbox"/>
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Country of Origin	
ID/ Passport Number	

Ethnic Group	Black	<input type="checkbox"/>	Coloured	<input type="checkbox"/>	Indian	<input type="checkbox"/>	White	<input type="checkbox"/>
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(For Statistical Purposes only)

Home Language	
Preferred Language	

Educational Details:

School	
Grade	

Person responsible for fees (Parent/Legal Guardian):

Title e.g. Mr/ Mrs	
First Name & Surname	
Relationship to student	
Residential address	
Code	
Contact no.	
Email	

Where did you hear about the Design Academy of Fashion?

Search Engine		Friend	
School		Facebook	
Other (specify)			

What other courses would you like to see offered at Design Academy of Fashion?

<input type="checkbox"/>	Please include me in your mailing list to receive information about courses on offer, news, specials and workshops.
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Signature of Applicant:.....

Date:.....

Signature of Parent/Legal Guardian:.....
(If under the age of 21)

Date:.....

COURSE DETAILS:

Dates: 24 June – 28 June 2019

Registration Fee: R500

Course Fee: R1 700

Class times: 09:00-13:00

Min requirement: Grade 10 and/or 15 years (and up)

EQUIPMENT REQUIRED:

Design:

Art and Illustration medium of your choice (such as markers, gouache, watercolour), pencils (H, HB, 2B), ballpoint pens (red, blue, black), glue stick, craft scissors, all-purpose drawing pad A3, ruler, eraser, a few Pieces of project board or mount boards, old fashion and lifestyle magazines, notebook for taking notes & visual diary.

Production:

Fabric scissors, hand sewing needles, selection of beads and sequins, selection of inexpensive threads, x1 plain knit T-shirt (OLD or NEW) to be cut up and reconstruct, x1 PLAIN fabric tote bag for Vinyl print (available to be purchased through DAF – price tbc), fabric glue, trims (such as pieces of lace, wool, buttons, ribbon, appliqués etc.)

BANKING DETAILS:

Account holder:	Design Academy of Fashion
Bank Name:	Standard Bank
Branch Name:	Claremont
Account Number:	071 881 905
Branch Code:	025 109
Ref Number:	Student name

PLEASE TAKE NOTE:

- *The payment of registration fee for the amount of R500 will secure your spot in the class.*
- *The registration fee is non-refundable.*
- *The balance of the course fees must be paid before the course starts.*
- *This course is not credit bearing and is not registered with the South African Qualifications Authority but it does create a solid base for anyone wanting to pursue studies in fashion. **On request students will receive a reference letter.***