



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.

This edition of the holiday school will be particularly special as we will be collaborating with Luke Doman of The Cornerstore, giving the students first-hand knowledge and insight into the topical Streetwear market. Luke has an inspiring and authentic way of connecting with the youth, through his honesty and realness. He has a very hands on approach to fashion and works with young designers, influential brands and photographers on a daily basis. These students will be very lucky to work so closely with someone on the pulse of what is new, now and hot in the South African fashion Industry.

This Holiday Fashion School runs over the June/July holidays for 4 hours a day for 1 week.

Dates: 3 – 7 July 2017

Registration Fee: R500

Course Fee: R1 500

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 - 3 July 2017

A look at Fashion Design Research, Trends and Illustration techniques and practice. We will have a guided tour of Woodstock with Luke Doman – looking at street art, galleries, fabric shops and ending at The Corner Store.

Tuesday– 4 July 2017

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– 5 July 2017

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. Bring an old T-Shirt to deconstruct and reconfigure. The day will end with a styling shoot.

Thursday – 6 July 2017

Fashion Design Prototype testing, finishing and fitting. Making sure the fashion products 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 – 7 July 2017

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 flay lay and styling your look.

2017 HOLIDAY FASHION SCHOOL – APPLICATION FORMS

Personal Details:

Title e.g. Mr/ Mrs	
First Name	
Surname	
Residential address	
Code	
Postal 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	

Where did you hear about the Design Academy of Fashion?

Search Engine	Friend	
School	Facebook	
Other (specify)		

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

	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:.....

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 payment of the course fees must be paid before the short course starts.*
- *The short courses are not credit bearing and are not registered with the South African Qualifications Authority but it does create a solid base for anyone wanting to pursue studies in fashion. On completion students will receive a certificate of attendance.*

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.

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, fabric glue, trims (such as pieces of lace, wool, buttons, ribbon, appliqués etc.)