

DESIGN ACADEMY
OF FASHION

PROSPECTUS

2018

CONTENTS

CONTACT DETAILS.....	3
MISSION STATEMENT	4
ABOUT DAF	5
ACCREDITATION	6
STAFF.....	7
ADMISSION REQUIREMENTS & RECOGNITION OF PRIOR LEARNING.....	10
PORTFOLIO REQUIREMENTS.....	11
POLICY STATEMENTS	12
MODE OF INSTRUCTION	12
ACADEMIC RULES, CREDIT ACCUMILATION, PROGRESSION & QUALIFICATION.....	12
QUALIFICATION CRITERIA	13
FEES & CHARGES.....	13
FINANCIAL AID & BURSARIES.....	14
STUDENT SUPPORT SERVICES.....	14
CODE OF CONDUCT.....	15
COURSES COMPRISING THE HIGHER CERTIFICATE IN FASHION	18
COURSES COMPRISING THE DIPLOMA IN FASHION	23

CONTACT DETAILS

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MISSION STATEMENT

To provide quality education and training, conducive to the optimal development of each student by ensuring individual attention and commitment to learners, in order to maximise their unique potential and equip them to enter the fashion industry in any fashion field with confidence, expert knowledge and skills.

ABOUT DAF

Launched in 1999, the Design Academy of Fashion has quickly become one of the top Fashion schools in Cape Town. Founded by Daphne Treadaway, it was bought in 2006 by former student and lecturer Bianca Fobian and partner Suzanne Aldridge. Their vision of continued excellence with a contemporary approach to education has seen the Academy grow in leaps and bounds.

By discovering the world around them, students are encouraged to explore the possibilities of who they can become and what they can be. DAF students, with the guidance of passionate and enthusiastic facilitators become dedicated, responsible and confident members of society. These are the type of students who will make a difference to the South African fashion industry.

The Academy itself is light and airy with a trendy industrial feel. It has limited wall space, reflecting an open education system which gets the creative juices going.

The students' workplace is an environment where learners can work, interact and react, where they are challenged and inspired to be the very best they can be.

ACCREDITATION

Design Academy of Fashion (PTY) Ltd is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act 1997. Certificate No.2010/HE07/002

Design Academy of Fashion (Pty) Ltd is accredited by the Higher Education Quality Committee (HEQC) of the Council of Higher Education (CHE) to offer the Diploma: Fashion and the Higher Certificate: Fashion

Design Academy of Fashion (Pty) Ltd is also registered on the National Qualifications Framework (NQF) of the South African Qualifications Authority (SAQA) as being registered by the department of Education to offer the Diploma: Fashion (SAQA ID: 74129) and the Higher Certificate: Fashion (SAQA ID: 90647)

STAFF

MANAGEMENT

Bianca Fobian – Managing Director

Lecturer – Fashion Forecasting and Trend

Qualifications: Diploma in Fashion 1999

Teaching at DAF since 2001

MD of DAF since 2006

Experience: Manufacturing and running a label for 7 years

Suzanne Aldridge – Administrative Director

General Business administration

Qualifications: Certificate in computerised Accounting (Pastel version 4) 1999

Certificate (Distinction) in book keeping to trial balance 1999

Health and Safety representative introductory course 2007

Experience: 19 years office administration

AD at DAF since 2006

ADMINISTRATION

Sumé Gilloway – Reception and Support Staff

Administration and Reception

Marketing Officer at School visits

Qualifications: Certificate in Marketing

Experience: 3 years administration and client Liaison

At DAF since 2012

Tania Burman – Support Staff

Personal Assistant to the Directors

Qualifications: Diploma in Fashion 2000

Experience: Designer and Pattern maker for 5 years at Monsoon Clothing, Trainee Buyer at Truworths for 1 year PA and Admin work 5 years

At DAF 2007-2010 and again from 2016

LECTURERS

Irene Grasser – Academic Head

Lecturer – Patternmaking 02 and 03, Micro Business Management, Retail Planning and Buying, Marketing and Advertising, Textile Studies, Experiential Learning co-ordinator

Qualifications: BA (English & German major) 1994

Higher Diploma in Education 1995

Postgraduate Diploma in Translation 1999

National Diploma in Fashion 2002

Masters of Philosophy (Higher Education Studies) 2012

Experience: 5 years teaching Mathematics and English at High School level

3 years industry experience

Teaching at DAF since 2006

Nikki St Quintin – Head of Department

Lecturer – Fashion Design, Illustration and Colour Theory, Technical Drawing

Qualifications: Diploma in Fashion 2001

BTech in Fashion 2008

Accredited Assessor 2007

Experience: 5 years running own design business, Owner of Bastion (menswear Label) since 2013

Teaching at DAF since 2003

Rene Morrison – Lecturer

Lecturer – Patternmaking 01, Grading, Garment Construction

Qualifications: Diploma in Fashion 1999 C.I.T.B

Garment Construction course 1996, Computer course 1993

BTech in Fashion Design 2011

Experience: 10 years industry experience

Teaching at DAF since 2007

Alexandra Gaidouk – Part-time Lecturer

Lecturer – Computer Illustration and Design, Fashion Forecasting, Theory of Design

Qualifications: Computer Aided Design Certificate 2009

Higher Diploma Fashion Design (Cum Laude) 2012

BTech Fashion Design (Cum Laude) 2013

Experience: Owner of Blanc (Clothing label) since 2014

Teaching at DAF since 2014

Thandi Kleinsmith – Lecturer

Lecturer – Textile Studies, History of Costume, Theory of Design

Qualifications: Diploma in Fashion Design 2008

BTech Fashion Design 2009

Currently enrolled in MTech Fashion Design

Experience: Designer for Earthchild 2009-2013

Lecturer at CPUT 2014-2015 (Textile Studies, Patternmaking and CMT)

Teaching at DAF since 2016

ADMISSION REQUIREMENTS & RECOGNITION OF PRIOR LEARNING

The admission criterion for the **Higher Certificate** is a National Senior Certificate (NSC) with a minimum of 30% in the English Language.

The **Higher Certificate in Fashion** allows for open access and may be achieved in part through the process of Recognition of Prior Learning (RPL). Provision should be made for prior learning to be recognised if a learner is able to demonstrate competence in the knowledge, skills, values and attitudes embedded in this qualification. Candidates must be able to demonstrate their fashion and design aptitude through submission of a portfolio, interviews, and knowledge and skills tests. Such competencies may help gain access to the program leading to this qualification, or advanced placement therein.

The admission criterion for the **Diploma** is a National Senior Certificate (NSC) with a minimum of 30% in the English Language. An appropriate equivalent at the NQF level 4 will be considered. This, together with an achievement rating of 3 (Moderate Achievement, 40-49%), or better, in four NSC 20 credit subjects.

The **Diploma in Fashion** allows for open access and may be achieved in part through the process of Recognition of Prior Learning (RPL). Provision should be made for prior learning to be recognised if a learner is able to demonstrate competence in the knowledge, skills, values and attitudes embedded in this qualification. Candidates must be able to demonstrate their fashion and design aptitude through submission of a portfolio, interviews, and knowledge and skills tests. Such competencies may help gain access to the program leading to this qualification, or advanced placement therein.

PORTFOLIO REQUIREMENTS

Completion of Grade 12 (Matric Certificate / Exemption)

Entrance portfolio comprising of:

Essay: The information in your essay is reflective of your character and your style of writing. Therefore, you will need to include your background, passions and your future goals. Please do not exceed 2 typed pages or 4 hand-written ones.

Designs: A3 size storyboard consisting of three designs that form a range. Please note as there are no specific requirements for your storyboard, addition such as fabric swatches and a mood board will add to the overall presentation.

Matric Certification

Testimonial

Include any other work which will add to the overall standard of your portfolio.

Portfolios are reviewed on a regular basis and enrolments are taken until each course is full. There is no strict deadline for applications but we do recommend that students apply as early as possible, preferably by the end of October.

POLICY STATEMENTS

English is the primary language of teaching, learning and assessment at the Design Academy of Fashion.

It is the learner's responsibility to ensure that s/he is able to communicate effectively in the language of teaching-learning and assessment as prescribed by the institution. The entrance requirements of the program need to be adhered to.

The language policy takes into consideration the resources available for the implementation of the policy.

The language used by DAF for administration, communication, marketing and record-keeping is English.

MODE OF INSTRUCTION

The Design Academy of Fashion's mode of instruction is face to face instruction both in theory and practical subjects.

ACADEMIC RULES, CREDIT ACCUMILATION, PROGRESSION &

DAF uses the continuous assessment approach under the broad concept of outcomes based education and ensures that formal and practical assessments are conducted which are appropriate for the vocational nature of the program. Learners are made aware of all assessment criteria by clearly communicating these by a variety of means and all assessment outcomes are made available for verification and appeal on a regular basis.

Each quarter learners will receive written and oral feedback after internal assessments conducted during the term. During the last term feedback will be written only.

Exit-level assessments of courses will be conducted internally and verified by external experts who are suitably qualified in the relevant field. Qualification will take place once all exit-level courses have been completed and passed.

QUALIFICATION CRITERIA

All courses contained in each programme must be successfully completed before a qualification will be awarded. There are two electives in third year of the Diploma.

Learners must pass the previous level before they can advance to the next level in the Diploma. If a learner fails a course they will need to re-register and repeat the specific course the following year, for a maximum of two theory subjects. In order to pass a course, learners must achieve at least 50%.

Credits will be transferred to a learner once they have successfully completed the course.

FEES & CHARGES

Registration must be paid annually, on acceptance of the portfolio for the 1st year learner applicants and on a pre-determined registration date for the 2nd and 3rd year learners.

Student fee payment options include full payment on or before the 31st January of the academic year (less 5% discount); or alternatively on a half yearly basis (payments to be made by the 31st January and 31st July); or on a quarterly basis (payments to be made on or before the commencement of the new / next term).

Those electing to pay the full fees, i.e. the balance of the annual school fees excluding the registration payment, should note that this must be paid by the 31st of January each year in order to qualify for the single payment concession.

In the event of no proof of payment being received by the institution or payment made later than the due date and proof of payment has not been submitted, the payee shall have 5 days to remedy the situation.

In the event that payment or proof of payment is not received within 5 days, a letter of suspension will be issued to the learner which will have the effect of barring the learner from further attendance at the institution and progress reports and or diplomas will not be awarded until such time as the situation is remedied.

Registered students may cancel their registration before the 1st of January of the year for which they are registered. Cancellation must be made in writing to the Administrative Director. In the event that a learner registers after the 1st of January they will have until the 31st of January to cancel their enrolment at DAF after which they will be liable for the full year's fees for which they are registered. In all cases applicants will forfeit the registration fee.

FINANCIAL AID & BURSARIES

Any bursaries or financial assistance offered to learners by external stakeholders is at the sole discretion of the relevant organisation.

STUDENT SUPPORT SERVICES

Learner representatives are elected by their peers on an annual basis and the Learner Representative Committee is governed by the learners and acts as an independent voice. DAF encourages communication by supporting open and transparent channels of feedback.

The Academic Support Unit will deal with any academic related issues that a student may have. This will include any support that the lecturers have identified wither for individual learners or groups of learners.

CODE OF CONDUCT

All members, staff and learners, of the Design Academy of Fashion should at all times be bound by a code of honour and dignity, serving the common good of the Academy above and beyond personal gain, in a spirit of honest transparency. All members of the Academy are required to exercise common sense and decency, and to consistently act in accordance with these principles.

Learners of the Academy must at all times comply with any and all reasonable and lawful requests from any member of staff or management, providing that any request made does not represent an infringement of the learner's basic rights, and provided that any request made serves the common good of the Academy.

Specifically, learners should be aware of the following matters, acknowledging that this list is neither exclusive nor exhaustive:

Bigotry: Racism, sexism, or any form of discrimination will not be tolerated by the Academy.

Care of equipment: If you damage it through misuse, you are responsible for the cost. If we don't catch you, fees will be increased to cover the repair cost. A R50.00 deposit will be required if you wish to borrow the college sewing machines, your deposit will be returned to you upon returning the machines if no damages have been incurred.

Cell-phones: No cell-phones on during theory lectures or presentations! Incoming sms's do count. This is rude and disrespectful. The lecturer has the right to confiscate your cell phone and will return it to you at the end of the day.

Cheating and plagiarism: Infringement of others' intellectual property rights is viewed in a very serious light. It's simple: don't do it!

Confidentiality: All must respect the confidentiality of Academy intellectual property, policies and procedures. If somebody asks you for a copy of Academy documents, direct them to the principal for a personalized copy.

Neatness: The Academy asks that you keep your desk tidy at all times. At the end of the day, before leaving, all students must put any work, equipment, etc. neatly under your desk. Anything left on top of the desk WILL BE THROWN AWAY by the cleaning staff. Please use the bins provided – don't just throw things on the floor.

Guests, studio models, family and friends, etc: You are responsible, physically and financially, for any person you allow into the building. Give them a run-down of these rules!

Theft: If you remove things that don't belong to you, fees will be increased to replace them. If you are caught stealing from the school or other students a disciplinary hearing will be held, followed by possible suspension or expulsion.

Inter-personal conduct: Protagonists in problematic inter-personal relations (see 'drama queens') must submit to recommendations of the ad hoc committee on conflict resolution.

Library: All materials should be treated with respect. The times, procedures and statutes of the Academy library must be adhered to. It is the learner's responsibility to familiarize him/herself with these.

Politeness and courtesy: to all staff members and fellow learners is not optional. Breaches of common decency will be viewed in the same light as gross misconduct.

Punctuality and attendance: Familiarize yourself with class / meeting times and attendance requirements, and stick to them. Lateness is disruptive and disrespectful!

Sexually inappropriate behaviour: Overt displays of sexuality do not promote an intellectually stimulating educational environment. The Academy expects all students to be respectful to the opposite sex at all times.

Smoking: No smoking of any substance in any building used by the Academy, ever! However, smokers may make use of the balcony, but the doors **MUST** be closed behind you. Smokers outside Academy buildings should practice their art form in such a way that it minimizes the discomfort of non-smokers. Be considerate. Self-defeating behaviours' should be self-contained!

Sobriety of conduct: At all academy-related activities your system should be free, at all times, of any non-prescription substance which may affect your general demeanour. It doesn't matter when or where you smoked it, if you're still flying, stay at home!

Alcohol: may only be consumed at a function sanctioned by the principle. Here too, alcohol use, and not abuse, is endorsed. Moderation and discretion are required. Any use of alcohol at non-sanctioned Academy functions, including arriving at the Academy 'under the influence' is subject to disciplinary procedures. **Illegal substances:** are illegal here too!

Unacceptable language: Any language, which may offend others, is to be used with extreme discretion. When in doubt, don't say it!

Unlawful behaviour: If it is against the law of the country, it's against the law of the Academy, whether you agree with the law or not!

Use of the Academy name: the principal must condone use of the Academy name and logo in the popular press, on your work, in association with your name, or at exhibitions.

Violent behaviour: Any violence, actual or threatened, will be dealt with by the disciplinary committee, followed by possible suspension or expulsion.

Learners wilfully and knowingly placing themselves in breach of the spirit or letter of this code render themselves liable for punitive measures under the disciplinary procedures of the Academy. The onus is on the learner to familiarize him/herself with this code. Ignorance of these statutes does not abdicate adherence thereto.

COURSES COMPRISING THE HIGHER CERTIFICATE IN FASHION

DESIGN CLUSTER

Fashion Design

HFD01 20-credits

The Fashion Design course is offered during terms 1-4 and consists of modules 1-4. Terms one and two concentrate on learning how to draw basic fashion figures in various poses, paying attention to proportion and body shapes. Basic fashion templates are created and students begin designing simple garments with accurate depiction of all design details. In the third and fourth terms students will discover how to effectively create moodboard and storyboard presentations, while learning to work with inspiration and conceptualization of clothing ranges.

Illustration & colour Theory

HICT01 7-credits

Illustration and colour Theory is offered during Term 1 and 2. Learners are introduced to various techniques to assist them in rendering full colour figure and garment illustrations. Different mediums are practiced specifically to render various fabrics and textures. Proportion exercises are practiced as well as specific anatomical details. Composition is considered and practiced in exercises as are colour combinations when designing as well as to create a mood and feel to align with given themes. All module exercises are collected in a portfolio, to be assessed at the end of each term.

Computer Illustration & Design

HCID01 4-credits

Learners are given a thorough orientation of the operating system, and practice basic Microsoft Office skills. Exercises on Word, Excel and PowerPoint are followed. Learners are also introduced to Adobe Illustrator and Photoshop programs and the basic tools and desktop are explained. Simple exercises and tutorials are provided to help learners get better acquainted with these programs. Assessment is done on class exercises, a mood- and storyboard.

Technical Drawing

HTD01 10-credits

The Technical Drawing course runs over terms 1 - 4. The course comprises a number of practical exercises including learning how to use equipment, creating basic templates and building up a glossary of design features. Students learn how to correctly draw garments and become familiar with basic terminology. Attention is paid to correctly depicting proportions, shapes, symmetry and identification of design features. Learners will be asked to compile a store analysis in each module; this involves going to stores to investigate and analyse actual garments and correctly represent them in technical drawing formats.

CLOTHING TECHNOLOGY CLUSTER

Patternmaking

HPM01 20-credits

Patternmaking introduces learners to the patternmaking environment and through the first three modules helps learners draft the basic pattern set. The basic pattern set is then used in a series of exercises relevant to each module, to adapt, change and apply basic principles of adaptation and manipulation. The method used is the flat pattern method and will be used throughout the Patternmaking 2 and 3 courses. The course culminates in an integrated assessment of a design project which makes use of the basic blocks and pattern manipulation, where some of the principles learned for the duration of the course will be applied and can be explored further. The assessment will draw on designs developed in Fashion Design and lead into production during Garment Construction. Learners are required to produce patterns according to their Design brief. The garments resulting for the patterns need to fit a standard 34 model. Patterns are developed through the process of mock-up fittings and adaptation of working patterns. Readable, finished patterns are produced which are suitable and sufficient for the level of the course and provide entry into Patternmaking 2.

Garment Construction

HGC01 20-credits

This course introduces basic sewing skills and relates closely to patternmaking and fashion design. From the beginnings of sewing to a full outfit in the fourth module learners are coached in the basics of construction to more complex techniques. Learners follow the following themes during the course of the year: Skirts, bodices / blouses and pants, and dresses in the fourth term. The fourth module is an integrated assessment which draws on the content of Fashion Design and Patternmaking.

COMMERCIAL CLUSTER

Marketing & Advertising

HMA01 5-credits

Learners are introduced to the marketing environment by looking at how the market is organised in terms of market segments, target market and the marketing mix. By exploring fashion marketing practices and basic marketing research, a picture of a retailer will be formed. The following topics will be discussed: the 4 P's, product development, product mix and range planning, fashion lifecycles, market planning and marketing strategy. An assessment topic relevant to the module is given to Learners and must be presented at the end of the module showing an understanding of topics discussed in each module.

In the second module the micro- and the macro-environment will be explored, in particular the interaction between a business and its competitors. The following topics will be discussed: positioning, perceptual mapping, SWOT analysis, marketing communications and the effectiveness of these. A short assessment topic relevant to the module is given to Learners during the term and the course culminates in an exam covering the learning material covered during the duration of the course.

Retail Buying & Planning

HRBP01 10-credits

Learners are introduced to the merchandising principles and practice for the fashion industry, as well as understanding the role of the buyer and merchandiser, and the legislative and regulatory framework in which buying practices operate. Through lectures and exercises learners are guided through merchandise and buying planning and practices as well as the buying cycle for the fashion industry the significance of, and practice of, market planning for the fashion retail environment and the ever-changing face of fashion retailing; the changing 'mall' environment. Learners must demonstrate that they understand the principles of sourcing and supply chain management, as well as current best practice in fashion buying and merchandising. The course culminates in an end of year exam.

CONTEXTUAL CLUSTER

Theory of Design

HTHOD01 3-credits

Learners are guided in the processes of elementary research (trend magazines, Internet, library) and data gathering techniques, as well as the analysis of research data through grouping strategies (similarities and differences) in small tutorial groups, and are then required to produce story-boards and technical reports that accurately sketch the adjectival descriptors and market segments of the fashion industry.

Fashion Forecasting & Trend

HFFT01 6-credits

Learners are coached to research and identify existing trend indicators (colour, fabric, shape and market dynamics) that are generic to the previous season's collections, and then tie these back to embryonic forecasting 'balloons' in the 18 – 24 months prior to the manufacture of the collections. Learners are coached to adjust for manufacturing supply chain dynamics in their estimations so that they understand time frames for forecasting practiced

Textile Studies

HTS01 8-credits

The Textile Studies course runs over the whole year. The course is comprised of a series of lectures ranging from basic fibre identification, fabric weaves and finishes as well as testing of fabrics. There are also a number of class exercises which include a 'burn test' and individual sourcing of fabrics to produce a swatch glossary. The final assessment includes individual research and a poster on natural and man-made fibre fabrics. The course culminates in an end of year exam.

History of Costumes

HHOC01 4-credits

History of Costume comprises modules 1 and 2. Module 1 consists of a series of lectures revolving around the costume of ancient civilizations. Learners are then asked to independently research and create designs in storyboard format. Module 2 deals with medieval and 16th Century costume analysis. Lectures are given and learners must then independently research era of their choosing. This research must then be analysed and an essay is written. Learners also use film reference to design one costume for a character (storyboard format) set in the era they chose to investigate.

Life Skills

HLS01 3-credits

The course aims to introduce learners to topics relating to personal development, social issues, good practice and good citizenship. Participation and discussion can take place and give learners a “bigger picture” of the industry as a whole and their contribution towards it.

COURSES COMPRISING THE DIPLOMA IN FASHION

DESIGN CLUSTER

Fashion Design

Presented in Level 1, 2 & 3

FD01 20-credits

The Fashion Design 01 course is offered in level one, terms 1-4 and consists of modules 1-4. Terms one and two concentrate on learning how to draw basic fashion figures in various poses, paying attention to proportion and body shapes. Basic fashion templates are created and students begin designing simple garments with accurate depiction of all design details. In the third and fourth terms students will discover how to effectively create mood board and storyboard presentations, while learning to work with inspiration and conceptualization of clothing ranges.

FD02 25-credits

Learners are required to pass FD01 in order to continue with FD02. The Fashion Design 02 course is offered in level two, terms 1-4 and consists of modules 1-4. During terms one and two students are given lectures on design principles and elements and how to successfully incorporate them into design outputs. Students then create storyboards for the active sports and men's wear markets respectively. In the third term students will design for tailoring and children's wear. In the fourth term students experiment with fabric manipulation and must design an outfit for the end of year fashion show.

FD03 30-credits

Learners are required to pass FD02 in order to continue with FD03. In the first module lecturers guide learners in the research, conceptualizing and development of a range of designs of their own choosing, within a market segment of their own choosing. Learners must begin by researching and sourcing trend information around fabrics (first), colour and cultural indicators to produce a theme/emotion to drive the execution of the design development stage and working drawings to final full colour renderings of all designs (front and back) including technical flats. In the second module, starting in term 3, learners are required to execute the brief by producing a series/range of designs within the couture market segments. Learners are coached to combine all trend indicators,

including colour and fabric trends, in order to develop design concepts around seasonal indicators and this design needs to fit in with the research of their final range as a showstopper.

In the third module Learners are coached to produce a professional portfolio of work by developing individual concepts around content and layout, target market appeal, formats, design development work and final presentation.

Illustration & colour Theory

Presented in Level 1 & 2

ICT01 15-credits

In Level 1, learners are introduced to various techniques to assist them in rendering full colour figure and garment illustrations. Different mediums are practiced specifically to render various fabrics and textures. Proportion exercises are practiced as well as specific anatomical details. Composition is considered and practiced in exercises as are colour combinations when designing as well as to create a mood and feel to align with given themes. All module exercises are collected in a portfolio, to be assessed at the end of each term.

ICT02 15-credits

Learners are required to pass ICT01 in order to continue with ICT02. In Level 2, learners are guided through exercises to assist them in rendering full colour human figures using colour and texture to show emotions and correspond with moods and themes. The head, hands and feet are practised.

Life drawings with and without time constraints are practiced. All module exercises are collected in a portfolio to be assessed at the end of each term.

Computer Illustration & Design

Presented in Level 1, 2 & 3

CID01 4-credits

Learners are given a thorough orientation of the operating system, and practice basic Microsoft Office skills. Exercises on Word, Excel and PowerPoint are followed. Learners are also introduced to Adobe Illustrator and Photoshop programs and the basic tools and desktop are explained. Simple exercises and tutorials are provided to help learners get better acquainted with these programs. Assessment is done on class exercises, a mood- and storyboard.

CID02 6-credits

Learners are required to pass CID01 in order to continue with CID02. Learners are guided through the ILLUSTRATOR and PHOTOSHOP software programmes and practice those features which can be utilized for fashion design and manufacture outputs. Learners are guided through tutorials in order to better render technical drawings with fabrics, mood boards and backgrounds for storyboards; as well as creating graphics for prints.

CID03 12-credits

Learners are required to pass CID02 in order to continue with CID03. Learners must demonstrate an ability to utilize the ILLUSTRATOR and PHOTOSHOP software programmes to achieve advanced design outputs and to render their final range design portfolio in digital format. Learners are guided through shading techniques and adding technical details to both their technical drawings as well as fashion illustrations while developing their own style of fashion drawing. The final assessment forms part of their portfolio and consists of their final range storyboards in digital format and printed onto boards.

Technical Drawing

Presented in Level 1

TD01 10-credits

The Technical Drawing course runs in level one over terms 1 - 4. The course comprises a number of practical exercises including learning how to use equipment, creating basic templates and building up a glossary of design features. Students learn how to correctly draw garments and become familiar with basic terminology. Attention is paid to correctly depicting proportions, shapes, symmetry and identification of design features. Learners will be asked to compile a store analysis in each module; this involves going to stores to investigate and analyse actual garments and correctly represent them in technical drawing formats.

CLOTHING TECHNOLOGY CLUSTER

Patternmaking

Presented in Level 1, 2 & 3

PM01 20-credits

Patternmaking 1 introduces learners to the patternmaking environment and through the first three modules helps learners draft the basic pattern set. The basic pattern set is then used in a series of exercises relevant to each module, to adapt, change and apply basic principles of adaptation and manipulation. The method used is the flat pattern method and will be used throughout the Patternmaking 2 and 3 courses. The course culminates in an integrated assessment of a design project which makes use of the basic blocks and pattern manipulation, where some of the principles learned for the duration of the course will be applied and can be explored further. The assessment will draw on designs developed in Fashion Design and lead into production during Garment Construction. Learners are required to produce patterns according to their Design brief. The garments resulting for the patterns need to fit a standard 34 model. Patterns are developed through the process of mock-up fittings and adaptation of working patterns. Readable, finished patterns are produced which are suitable and sufficient for the level of the course and provide entry into Patternmaking 2.

PM02 25-credits

Learners are required to pass PM01 in order to continue with PM02. Patternmaking 2 explores three themes, namely Sportswear, Menswear and Tailoring. By looking at these themes, learners must demonstrate that they can apply the underlying patternmaking principles for these to working patterns, mock-ups and final patterns. The course culminates in an integrated assessment of a creative project which explores fabric manipulation and the patternmaking method of draping on the dummy (as opposed to the flat method used thus far), where some or all of the principles learned for the duration of the course will be applied and explored further. The assessment will draw on Fashion Design, lead into Garment Construction. Learners are required to produce patterns according to their Design brief, by analysing technical designs in terms of proportion and silhouette (shape) and details. These patterns are then translated into garments during Garment Construction.

The patterns need to be fitted to standard measurements and then, through the process of mock-up presentations and fittings, working patterns are adapted. Readable, finished patterns are produced which are suitable and sufficient for the level of the course and provide entry into Patternmaking 3.

PM03 30-credits

Learners are required to pass PM02 in order to continue with PM03. By developing their final ranges during the first semester, learners must demonstrate that they can apply the patternmaking principles that have been taught thus far to produce a range of their own design for their chosen market segment. The range will consist of five outfits, for which working patterns, mock-ups and final patterns have to be developed. The course culminates in an integrated assessment of a couture / showstopper garment that needs to fit in with their final range. The assessment will draw on Fashion Forecasting and Fashion Design and lead into Garment Construction. Learners are required to produce patterns according to their Design brief, by correctly analysing technical designs in terms of proportion and silhouette (shape) and details. These patterns are then translated into garments during Garment Construction. The patterns need to be fitted to standard measurements and then, through the process of mock-up presentations and fittings, working patterns are adapted. Readable, finished patterns are produced which are suitable and sufficient for entry level patternmaking industry standards. The course culminates in an exam that tests the ability to analyse a given TD into readable, industry standard pattern.

Garment Construction

Presented in Level 1, 2 & 3

GC01 20-credits

This course introduces basic sewing skills and relates closely to patternmaking and fashion design 01. From the beginnings of sewing to a full outfit in the fourth module learners are coached in the basics of construction to more complex techniques. Learners follow the following themes during the course of the year: Skirts, bodices / blouses and pants, with a combination in the fourth term. The fourth module is an integrated assessment which draws on the content of Fashion Design 1 and Patternmaking 1.

GC02 25-credits

Learners are required to pass GC01 in order to continue with GC02. Level 2 learners are introduced to more general themes and more advanced sewing techniques. The first semester takes a closer look at the construction principles for stretch and sportswear. During the second term menswear construction principles are taught and the third term will take a closer look at tailored jackets –either for menswear or ladies wear. During the final term learners will take a look at fabric manipulation which is an integrated assessment. Here learners are encouraged to experiment with the fabric and model garments on the dummy. Garment construction techniques will relate closely to the chosen garment and fabric limitations. The final assessment draws on Fashion Design and Patternmaking 2.

GC03 33-credits

Learners are required to pass GC02 in order to continue with GC03. Level 3 learners are more advanced, and must demonstrate an understanding of garment construction principles and produce a technically accurate couture garment making use of extreme contouring and corsetry. In the first term learners sew their final range, where all the principles learned for the duration of the programme need to be applied, as learners are then required to produce full scale garments according to their design brief. This is an integrated assessment and draws on Fashion Forecasting and Trend, Fashion Design and Patternmaking. The range will be featured in the end of year fashion show and quality is therefore important to ensure that industry standards are complied with.

During the third and fourth term, learners are introduced to couture, where they will work with different types of techniques, especially hand sewing. In the second term learners are introduced to tailoring, where structuring the human body will become the main focus. The requirements are to construct a garment that fits in with the final range and forms a showstopper piece.

Grading

Presented in Level 3

GR01 10-credits

Learners are introduced to the concept of Grading during the first semester, by taking a look at the reasons and need for grading. The manual shift grading method is applied to the basic blocks and some more complex patterns which were drafted during Patternmaking 01 and Patternmaking 2.

During the second semester, application of the grades for the basic blocks to more complex patterns which come from the learner's own design pool will be looked at. The course forms an integrated assessment of six designs graded from the final range as per the patternmaking 03 course. Learners are encouraged to prove competency by making use of the more complex patterns of the range during module 4. The final, integrated assessment is an exam that tests understanding of Patternmaking and Grading principles.

COMMERCIAL CLUSTER

Marketing & Advertising

Presented in Level 1

MA01 5-credits

Learners are introduced to the concept of marketing by looking at the ethical and psychological implications of the practice as well as the fashion environment by looking at how the market is organised in terms of market segments and target markets. Examples of current brand marketing strategies are explored as the learners are coached to analyse their advertised messages on various levels and examine the effectiveness of their approach in relation to their target consumer. An assessment topic relevant to the module is given to learners and must be presented at the end of the module showing an understanding of topics discussed in each module.

In the second module the micro- and the macro-environment will be explored, in particular the interaction between a business and its competitors. Learners develop an understanding of brand identity by developing their own design philosophy with the aim of effectively communicating a unique brand message. The following topics will be discussed: the marketing mix, product development, marketing strategy, positioning, perceptual mapping, SWOT analysis, marketing communications and the effectiveness of these. An assessment topic relevant to the module is given to Learners during the term and the course culminates in an exam covering the learning material covered during the duration of the course.

Retail Buying & Planning

Presented in Level 2

RBP01 10-credits

Learners are introduced to the merchandising principles and practice for the fashion industry, as well as understanding the role of the buyer and merchandiser, and the legislative and regulatory framework in which buying practices operate. Through lectures and exercises learners are guided through merchandise and buying planning and practices as well as the buying cycle for the fashion industry the significance of, and practice of, market planning for the fashion retail environment and the ever-changing face of fashion retailing; the changing 'mall' environment. Learners must demonstrate that they understand the principles of sourcing and supply chain management, as well as current best practice in fashion buying and merchandising. The course culminates in an end of year exam.

Micro Business Management (Elective)

Presented in Level 3

MBM01 5-credits

In order to be accepted into this elective, the following courses need to have been passed: Marketing and Advertising 01, Retail Planning and Buying 01 and Theory of Design 01. Learners who want to start their own business or further their knowledge of the corporate identity will take this course. The course introduces the management, accounting and marketing skills necessary to run a SMME (Small to Medium Enterprise) where all the skills of the business subjects will be used to compile a business plan relating to their own business idea / venture. These business ideas should be viable financially and be sustainable long-term.

CONTEXTUAL CLUSTER

Theory of Design

Presented in Level 1

THOD01 3-credits

Learners are guided in the processes of elementary research (trend magazines, Internet, library) and data gathering techniques, as well as the analysis of research data through grouping strategies (similarities and differences) in small tutorial groups, and are then required to produce story-boards and technical reports that accurately sketch the adjectival descriptors and market segments of the fashion industry.

Fashion Forecasting & Trend

Presented in Level 2 & 3

FFT01 3-credits

The course examines macro and micro trends that drive consumer behaviour in relation to fashion and requires the learners to analyse the drivers of change to produce relevant and innovative ideas. Learners are coached to research trends and developments analysing the external environment in order to understand their impact on the internal environment of the individual to predict possible future scenarios. Learners are required to research and identify current fashion trend indicators (colour, fabric, shape and market dynamics) and are coached to adjust for manufacturing supply chain dynamics in their estimations so that they understand time frames for forecasting practiced.

FFT02 3-credits

Learners are required to pass FFT01 in order to continue with FD02. Learners apply forecasting skills to reflect on macro trends and discuss the extent to which these align with their chosen market segment. Learners then outline the micro trends directly related to fashion that will feature in their final ranges and explain their impact on their conceptual framework as well as the practical application in design, considering all directional elements (such as colour, fabric, silhouette) and discuss the extent to which these will align with future trends in the market.

Textile Studies

Presented in Level 1

TS01 6-credits

The Textile Studies course runs in level one. The course is comprised of a series of lectures ranging from basic fibre identification, fabric weaves and finishes as well as testing of fabrics. There are also a number of class exercises which include a 'burn test' and individual sourcing of fabrics to produce a swatch glossary. The final assessment includes individual research and an essay on natural and man-made fibre fabrics. The course culminates in an end of year exam.

History of Costumes

Presented in Level 1, 2 & 3

HOC01 3-credits

History of Costume 01 is comprised of modules 1 and 2. Module 1 consists of a series of lectures revolving around the costume of ancient civilizations. Learners are then asked to independently research and create designs in storyboard format. Module 2 deals with medieval and 16th Century costume analysis. Lectures are given and learners must then independently research era of their choosing. This research must then be analysed and an essay is written. Learners also use film reference to design one costume for a character (storyboard format) set in the era they chose to investigate.

HOC02 3-credits

Learners are required to pass HOC01 in order to continue with HOC02. History of Costume 02 is comprised of modules 3 and 4. Module 3 consists of a series of lectures revolving around the costume of the 17th and 18th Century. Learners are then asked to independently research and create designs in storyboard format and asked to do a manufacturing analysis. Module 4 deals with 19th and 20th Century costume analysis. Lectures are given and learners must then independently research era of their choosing. This research must then be analysed and an essay is written. Learners also use film reference to design one costume for a character (storyboard format) set in the era they chose to investigate.

HOC03 (Elective) 5-credits

Learners are required to pass HOC02 in order to continue with HOC03. History of Costume 03 is comprised of final modules 5 and 6. Module 5 consists of a series of lectures involving the language of fashion. Learners are then asked to independently research a sub-culture and create male and female designs in storyboard format, paying close attention to symbolism and meaning in clothing. Module 6 is the final module in which learners must trend forecast from historical influences. Learners use the knowledge gained in HOC01/2 and design 3 contemporary outfits (storyboards) derived from historical trends, one of which will be made up in full scale. This module requires learners to use knowledge gained in PC01/2/3 and GC01/2/3.

Life Skills

Presented in Level 3

LS01 2-credits

The course aims to introduce learners to topics relating to personal development, social issues, good practice and good citizenship. This course is only offered in third year and though it might seem that some issues would be relevant to a first year group, participation and discussion can take place on a grander scale at this level and give learners a “bigger picture” of the industry as a whole and their contribution towards it.

Experiential Learning

Presented in Level 3

ELS01 17-credits

Experiential Learning will introduce learners to the work environment and test whether they can report on good practice. A critical analysis of a place of work is needed, with the necessity of making suggestions. Since this course takes a look at the chosen field within the fashion industry (or as close to it as possible), learners are able to apply the skills learned during the three year programme. Learners will also be rated by the place of work on professionalism and good conduct.