

# PROSPECTUS

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2020

**DESIGN ACADEMY  
OF FASHION**

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# MISSION STATEMENT

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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.

# HISTORY

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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

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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)





# THE HIGHER CERTIFICATE IN FASHION

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The Higher Certificate in Fashion is a one-year course that provides a foundation in fashion design through teaching essential knowledge and skills relating to the world of fashion. This course is perfect for those who already have a Diploma in another field but wish to further their studies and focus their career on fashion. The Higher Certificate is also for those who have a passion for fashion design and want to dedicate one year to developing their fashion based knowledge and skills.

Students who enrol for the Higher Certificate gain foundational knowledge regarding fashion design which is then translated into pattern making and garment construction. The course develops each students' knowledge and skills to a point where they would have designed and produced a number of outfits. In order to produce the various outfits students are taught basic sewing techniques, a foundational knowledge of textiles, a basic flat pattern set and how to construct 4 different garments namely a blouse, skirt, pants and bodices.

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## ADMISSION REQUIREMENTS

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

**Matric Certification** (certified copy with the required level of completion)

**Identity document / Passport** (certified copy)

Entrance **portfolio** comprising of:

**Essay:** Write an overview of your understanding and experience of fashion. The information in your essay is reflective of your character and writing style. Include your background, passions and future goals. Please do not exceed 1 typed page or 2 hand-written ones.

**Designs:** A3 size storyboard consisting of three fashion figure drawings with your own designs, fully rendered in colour. Fabric swatches are optional. You can also find templates for your figures online.

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.



# SUBJECT DETAILS

## DESIGN CLUSTER

### Fashion Design (HFD01)

The subject of Fashion Design aims to nurture each learner's unique design aesthetic through the development of individual fashion design signatures. Learners are taught how to communicate design through drawing and discover how to effectively create mood board and storyboard presentations, while learning to work with inspiration and conceptualization of clothing ranges.

### Illustration & Colour Theory (HICT01)

This subject creates a foundation for Fashion Design, equipping the learner with the drawing skills and confidence to excel in their Fashion Illustrations. Learners are introduced to various techniques to assist them in rendering full colour figures and garment illustrations.

### Computer Illustration & Design (HCID01)

Learners are given a thorough orientation of the operating system. Learners are also introduced to Adobe Illustrator and Photoshop programs. Simple exercises and tutorials are provided to help learners get better acquainted with these programs. In line with industry standards, learners are taught how to create technical drawings, storyboards and moodboards using these programs.

### Technical Drawing (HTD01)

Learners are taught how to draw technical representations of garments and become familiar with basic terminology. These techniques form a critical foundation which enables the learners to communicate their designs in a technical and precise manner in line with industry standards.

## TECHNICAL CLUSTER

### Patternmaking (HPM01)

This critical subject introduces learners to the patternmaking environment. Learners explore the foundational principles of patternmaking through experimentation of basic blocks. Patternmaking works in conjunction with Fashion Design and Garment Construction so that each student understands how to develop their design into a tangible product.

### Garment Construction (HGC01)

This critical subject introduces learners to foundational sewing skills. Learners are exposed to different methods of Garment Construction through practical exploration. The subject relates closely to Patternmaking and Fashion Design in that students construct their designed garments.

SUBJECT	NQF	CREDITS	TOTAL CREDITS
<b>DESIGN CLUSTER</b>			<b>41</b>
Fashion Design	<b>5</b>	<b>20</b>	
Illustration & Colour Theory	<b>5</b>	<b>8</b>	
Computer Illustration & Design	<b>5</b>	<b>8</b>	
Technical Drawing	<b>5</b>	<b>10</b>	
<b>TECHNICAL CLUSTER</b>			<b>40</b>
Patternmaking	<b>5</b>	<b>20</b>	
Garment Construction	<b>5</b>	<b>20</b>	
<b>COMMERCIAL CLUSTER</b>			<b>15</b>
Marketing & Advertising	<b>5</b>	<b>5</b>	
Retail Planning & Buying	<b>6</b>	<b>10</b>	
<b>CONTEXTUAL CLUSTER</b>			<b>23</b>
Theory of Clothing	<b>5</b>	<b>6</b>	
Textile Studies	<b>5</b>	<b>6</b>	
Fashion Forecasting & Trend Communication	<b>5</b>	<b>3</b>	
	<b>5</b>	<b>4</b>	
<b>TOTAL CREDITS</b>			<b>120</b>

## COMMERCIAL CLUSTER

### Marketing & Advertising (HMA01)

Learners are introduced to the marketing environment by looking at how the Fashion 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 is developed.

### Retail Buying & Planning (HRBP01)

Learners are introduced to merchandising principles and practices for the fashion industry. An understanding is developed regarding the role of the buyer and merchandiser. The current best practice in fashion buying and merchandising is explored along with the principles of sourcing and supply chain management.

## CONTEXTUAL CLUSTER

### Theory of Clothing (HTOC01)

In Theory of Clothing, learners explore ancient civilizations, the medieval times and the 16th Century in order to analyze the fashion and place it into context. learners are guided in the processes of elementary research and data gathering techniques, as well as an introduction to the various market segments (Couture; streetwear; ready-to-wear; tailoring and sportswear).

### Fashion Forecasting & Trend (HFFT01)

Learners are taught the foundation of how to identify global fashion trends. They research and identify existing trend indicators (colour, fabric, shape and market dynamics) that are generic to previous season's collections. From this research, students are shown how to forecast future trends.

### Textile Studies (HTS01)

This is a comprehensive and immersive subject which equips the learning with the applied knowledge and understanding of fibers, fabrics and finishing. The course is comprised of a series of lectures ranging from basic fibre identification, fabric weaves and finishes as well as testing of fabrics.

### Communication (HC01)

The course aims to introduce learners to visual, verbal and theoretical ways of communicating ideas and knowledge. The subject explores ways of researching, extrapolating and writing in order to assist learners with their theory subjects. Basic principles used in visual communication are explored with regards to layout, colour and professional practice. The development of verbal presentations are explored using Power Point.

## FEES

The balance of the tuition fees may be paid as follows:

#### Option 1- Full settlement of Tuition Fees by 31 January

-SA Applicants: R71 725 (5% discount)

-International applicants: R75 500

#### Option 2 (SA Applicants Only) – Bi-annual Payments

1st February: R37 750

1st July: R37 750

#### Option 3 (SA Applicants Only) – Quarterly Payments

Due on the first day of each term:

4 x Payments: R18 875

	SA APPLICANTS	INTERNATIONAL APPLICANTS
Application Fee		<b>R 2 200</b>
Registration Fee	<b>R 6 000</b>	<b>R12 000</b>
Resource Levy	<b>R 5 500</b>	<b>R 5 500</b>
Tuition Fee	<b>R75 500</b>	<b>R 75 500</b>

### THE REGISTRATION FEE AND RESOURCE LEVY ARE DUE ON ACCEPTANCE OR BY THE OFFICIAL REGISTRATION DATE IN JANUARY:

	SA APPLICANTS	INTERNATIONAL APPLICANTS
Registration Fee	<b>R 6 000</b>	<b>R12 000</b>
Resource Levy	<b>R 5 500</b>	<b>R 5 500</b>
<b>TOTAL (DUE ON REGISTRATION)</b>	<b>R11 500</b>	<b>R17 500</b>

#### Option 4 (SA Applicants Only) – 10 x Monthly Payments (From 1 February to 1 November)

Due on the first day of each month:

10 x Payments: R7650 This payment option includes an admin fee.

#### Additional Expenses:

Tuition Fees do not cover the textbooks, art kit, sewing kit, sewing machines, computer software and all fabrics necessary to complete the course. We are currently in negotiations with our suppliers to bring you the best possible prices – a detailed list and the prices are sent out as soon as they are available.

# THE DIPLOMA IN FASHION

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The Diploma in Fashion is a three year accredited programme that provides the ultimate preparation needed to enter the fashion industry. Whether you dream of starting your own fashion label, or becoming a successful fashion buyer or stylist, this course will enable you to be the best you can be in your chosen fashion field.

The Diploma in Fashion makes use of a hands on approach towards Fashion through teaching learners how to design, create patterns, construct garments through various exercises and projects. Learners are also exposed to the world of fashion through exploring fashion across the ages and onto contemporary fashion culture through fashion forecasting and trends. Business acumen is also taught so that students are prepared for the working world.

## ADMISSION REQUIREMENTS

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

**Matric Certification** (certified copy with the required level of completion)  
**Identity document / Passport** (certified copy)

Entrance **portfolio** comprising of:

**Essay:** Write an overview of your understanding and experience of fashion. The information in your essay is reflective of your character and writing style. Include your background, passions and future goals. Please do not exceed 2 typed pages or 4 hand-written ones.

**Designs:** One A3 storyboard consisting of three fashion figure drawings with your own designs, fully rendered in colour. Fabric swatches are optional. You can also find templates for your figures online. One A3 mood board containing a heading and Season i.e. Summer Blues: Spring/Summer 2020. The mood board needs to consist of keywords and a collage of images that inspired the collection/designs. Images should not be blurry or pixelated. 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.





## LEVEL 1

SUBJECT	NQF	CREDITS
<b>DESIGN CLUSTER</b>		
Fashion Design	5	20
Illustration & Colour Theory	5	12
Computer Illustration & Design	5	8
Technical Drawing	5	10
<b>TECHNICAL CLUSTER</b>		
Patternmaking	5	20
Garment Construction	5	20
<b>COMMERCIAL CLUSTER</b>		
Marketing & Advertising	5	5
<b>CONTEXTUAL CLUSTER</b>		
Theory of Clothing	5	6
Textile Studies	5	6

## LEVEL 2

SUBJECT	NQF	CREDITS
<b>DESIGN CLUSTER</b>		
Fashion Design	6	25
Illustration & Colour Theory	6	10
Computer Illustration & Design	6	10
<b>TECHNICAL CLUSTER</b>		
Patternmaking	6	25
Garment Construction	6	25
Grading	6	10
<b>COMMERCIAL CLUSTER</b>		
Retail Planning & Buying	6	10
<b>CONTEXTUAL CLUSTER</b>		
Theory of Clothing	6	6
Fashion Forecasting & Trend	5	3
Life Skills	5	2

## LEVEL 3

SUBJECT	NQF	CREDITS
<b>DESIGN CLUSTER</b>		
Fashion Design	7	30
Computer Illustration & Design	7	12
<b>TECHNICAL CLUSTER</b>		
Patternmaking	7	30
Garment Construction	7	33
<b>ELECTIVE</b>		
Theory of Clothing	6	5
Micro-Business Management	6	5
<b>CONTEXTUAL CLUSTER</b>		
Experiential Learning	7	12
Fashion Forecasting & Trend	6	3
Life Skills	6	2

## SUBJECT DETAILS

### DESIGN CLUSTER

#### Fashion Design

##### Level 1 (FD01)

The subject of Fashion Design aims to nurture each learner's unique design aesthetic through the development of individual fashion design signatures. Learners are taught how to communicate design through drawing and discover how to effectively create mood board and storyboard presentations, while learning to work with inspiration and conceptualization of clothing ranges.

##### Level 2 (FD02)

Learners are taught how to successfully incorporate the design principles into working fashion designs. Students explore their own design signatures for various markets such as men's wear, sports appeal, tailoring and children's wear by presenting ranges and single designs as storyboards. Learners are taught alternative design processes by exploring practical experimentation with fabric manipulation.

##### Level 3 (FD03)

Learners begin the year with researching, conceptualizing and developing their range which is then produced into a full collection, and showcased as a year-end Fashion Show. Learners are taught 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

##### Level 1 (ICT01)

This subject creates a foundation for Fashion Design, equipping the learner with the drawing skills and confidence to excel in their Fashion Illustrations. Learners are introduced to various techniques to assist them in rendering full colour figures and garment illustrations.

##### Level 2 (ICT02)

This subject progresses from the basic drawing skills to a more advanced approach by nurturing the learners own individual style through experimentation. Learners rendering full colour human figures using colour and texture to show emotions and correspond with moods and themes. Illustration and colour theory underpins the methodologies needed to effectively communicate the learners own voice in Fashion Design and Computer Illustration.



## **Computer Illustration & Design**

### **Level 1 (CID01)**

Learners are given a thorough orientation of the operating system. Learners are also introduced to Adobe Illustrator and Photoshop programs. Simple exercises and tutorials are provided to help learners get better acquainted with these programs. In line with industry standards, learners are taught how to create technical drawings, storyboards and mood boards using these programs.

### **Level 2 (CID02)**

Learners are guided through Illustrator and Photoshop where they 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.

### **Level 3 (CID03)**

Learners must demonstrate an ability to utilize Illustrator and Photoshop 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**

### **Level 1 (TD01)**

Learners are taught how to draw technical representations of garments and become familiar with basic terminology. These techniques form a critical foundation which enables the learners to communicate their designs in a technical and precise manner in line with industry standards.

## **TECHNICAL CLUSTER**

### **Patternmaking**

#### **Level 1 (PM01)**

This critical subject introduces learners to the patternmaking environment. Learners explore the foundational principles of patternmaking through experimentation of basic blocks. Patternmaking works in conjunction with Fashion Design and Garment Construction so that each student understands how to develop their design into a tangible product.

#### **Level 2 (PM02)**

Patternmaking 2 explores themes, namely Sportswear, Menswear and Tailoring. By looking at these themes, learners develop their understanding of underlying patternmaking principles into working patterns, mock-ups and final patterns. Learners are also taken through an experimental approach towards patternmaking where the fabric is used to inspire the pattern through draping directly on a dummy.

#### **Level 3 (PM03)**

By developing their final ranges during the first semester, learners explore the application of patternmaking principles through the production of their range. The range consists of five outfits, for which working patterns, mock-ups and final patterns are developed. 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.

## **Garment Construction**

### **Level 1 (GC01)**

This critical subject introduces learners to foundational sewing skills. Learners are exposed to different methods of Garment Construction through practical exploration. The subject relates closely to Patternmaking and Fashion Design in that students construct their designed garments.

### **Level 2 (GC02)**

Learners are introduced to various Garment Construction themes and advanced sewing techniques especially involved in the construction principles for stretch, sportswear and tailored jackets. Learners explore fabric manipulation through experimentation and modelling garments on the dummy with the aim of producing an Avant Garde look to be showcased at the annual Fashion Show.

### **Level 3 (GC03)**

As learners are more advanced, they develop an advanced understanding of garment construction principles and produce a technically accurate couture garment making use of extreme contouring and corsetry. Learners develop their final range, where all the Fashion design principles learned for the duration of the programme are applied. Full scale garments are produced according to their developed design brief. The range is featured in the end of year fashion show.

## **Grading**

### **Level 2 (G01)**

Learners are introduced to the concept of Grading by exploring the reasons and needs for grading patterns. The shifting of pattern sizes is applied to blocks and patterns. As part of grading, learners are taught the basic principles of alterations. These principles are explored through the alterations of garments made by the students.

## **COMMERCIAL CLUSTER**

### **Marketing & Advertising**

#### **Level 1 (MA01)**

Learners are introduced to the marketing environment by looking at how the Fashion 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 is developed.

### **Retail Buying & Planning**

#### **Level 2 (RBP01)**

Learners are introduced to merchandising principles and practices for the fashion industry. An understanding is developed regarding the role of the buyer and merchandiser. The current best practice in fashion buying and merchandising is explored along with the principles of sourcing and supply chain management.

### **Micro Business Management (Elective)**

#### **Level 3 (MBM01)**

Micro Business Management is for prospective business owners who dream of starting their small businesses with the right tools and foundations. The course equips individuals with the basic skills of compiling, writing and presenting a business plan. Micro Business Management comprises of a wide range of topics related to compiling, writing and presenting a business plan.

## CONTEXTUAL CLUSTER

### Textile Studies

#### Level 1 (TS01)

This is a comprehensive and immersive subject which equips the learning with the applied knowledge and understanding of fibers, fabrics and finishing. The course is comprised of a series of lectures ranging from basic fibre identification, fabric weaves and finishes as well as testing of fabrics.

### Fashion Forecasting & Trend

#### Level 2 (FFT01)

Learners are taught the foundation of how to identify global fashion trends. They research and identify existing trend indicators (colour, fabric, shape and market dynamics) that are generic to previous season's collections. From this research, students are shown how to forecast future trends.

#### Level 3 (FFT02)

Learners are taught forecasting practices to predict trends for their chosen apparel item in the next four seasons. The search for, and identification of, trend indicators (cultural/contextual) are explored with a focus on determining how these impact on the colour, fabric, style and market forecasting dynamics are designed for their final ranges.

### Theory of Clothing

#### Level 1 (TOC01)

In Theory of Clothing, learners explore ancient civilizations, the medieval times and the 16th Century in order to analyze the fashion and place it into context. Learners are guided in the processes of elementary research and data gathering techniques, as well as an introduction to the various market segments (Couture; streetwear; ready-to-wear; tailoring and sportswear).

#### Level 2 (TOC02)

Theory of Clothing consists of a series of lectures revolving around the costumes of the 17th, 18th, 19th and 20th Century. Learners explore time periods across the world in order to reflect on current and future fashion trends in context.

#### Level 3 (TOC03 Elective)

In Theory of Clothing we explore sub-cultures and the 'fashion rational' in an explorative light through of a series of lectures involving the language of fashion. The subject aims to underpin the research for the learners' final collection, develop a solid theoretical foundation and the conceptual framework for the practical fashion designs which learners produce. This immersive 6-month module aims to educate and enlighten your fashion knowledge in a contemporary and relatable way.

### Experiential Learning

#### Level 3 (ELS01)

The aim of Experiential Learning is to introduce learners to the working environment through a 4-week work placement. Learners research and find their own placements within the diverse fashion industry, with the intention of applying the skills and knowledge gained during the three-year programme.

## Life Skills

### Level 2 (LS01)

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 on a grander scale at this level and give learners a "bigger picture" of the industry as a whole and their contribution towards it.

### Level 3 (LS02)

The course aims to intr.....

## FEES

	1 YEAR	2 YEAR	3 YEAR	1 YEAR <small>INTERNATIONAL STUDENTS</small>
Application Fee				<b>R 2 200</b>
Registration Fee	<b>R 6 000</b>	<b>R 6 000</b>	<b>R 6 000</b>	<b>R12 000</b>
Resource Levy	<b>R 5 500</b>	<b>R 3 800</b>	<b>R 3 800</b>	<b>R 5 500</b>
Tuition Fee	<b>R73 500</b>	<b>R 73 500</b>	<b>R 73 500</b>	<b>R 73 500</b>

**REGISTRATION AND RESOURCE LEVY DUE ON ACCEPTANCE OR BY THE OFFICIAL REGISTRATION DATE IN JANUARY:**

	1 YEAR	2 YEAR	3 YEAR	1 YEAR <small>INTERNATIONAL STUDENTS</small>
Registration Fee	<b>R 6 000</b>	<b>R 6 000</b>	<b>R 6 000</b>	<b>R12 000</b>
Resource Levy	<b>R 5 500</b>	<b>R 3 800</b>	<b>R 3 800</b>	<b>R 5 500</b>
<b>TOTAL (DUE ON REGISTRATION)</b>	<b>R11 500</b>	<b>R 9 800</b>	<b>R 9 800</b>	<b>R17 500</b>

The **BALANCE OF THE TUITION FEES** may be paid as follows:

#### Option 1- Full settlement of tuition fees on or before 31 January

-SA Applicants: R69 825 (5% discount)

-International applicants: R73 500

#### Option 2 (SA Applicants Only) – Bi-annual Payments

1st February: R36 750

1st July: R36 750

#### Option 3 (SA Applicants Only) – Quarterly Payments

Due on the first day of each term:

4 x Payments: R18 375

#### Option 4 (SA Applicants Only) – 10 x Monthly Payments (From 1 February to 1 November)

Due on the first day of each month:

10 x Payments: R7450 This payment option includes an admin fee.

#### Additional Expenses:

Tuition Fees do not cover the textbooks, art kit, sewing kit, sewing machines, computer software and all fabrics necessary to complete the course. We are currently in negotiations with our suppliers to bring you the best possible prices – a detailed list and the prices will be sent out as soon as they are available.

## STAFF

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### MANAGEMENT

**Bianca Fobian** – Managing Director  
**Luke Fobian** – Operational Director

**Noni Gasa** – Marketing Director  
**Suzanne Aldridge** – Administrative Director

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### ACADEMIC

**Dr. Safia Salaam** – Academic Head, Lecturer Communication, Theory of Clothing, Experiential Learning - *PhD Education*

**Nikki St Quintin** – Head of Department, Lecturer Fashion Design, Technical Drawing, Fashion Forecasting, Theory of Clothing, Garment Construction – *BTech Fashion*

**Rene Morrison** – Lecturer Patternmaking, Garment Construction, Grading – *BTech Fashion*

**Liandra van Staden** – Illustration & Colour Theory, Computer Illustration, Textile Studies - *Post graduate Diploma in Sustainable Development.*

**Boitumelo Pooe** – Lecturer Retail Planning & Buying, Marketing & Advertising, Micro Business Management - *currently completing Masters in Business Management*

**Didintle “Didi” Mokhothu** – Lecturer Pattern making - *Diploma in Fashion*

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### ADMINISTRATION

**Sumé Gilloway** – Office Administrator and Support Staff

**Tania Burman** – Short Course Co-ordinator and Support Staff

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## MODE OF INSTRUCTION

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The Design Academy of Fashion's mode of instruction is face to face instruction both in theory and practical subjects. All classes are offered in English. 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.

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## ACADEMIC RULES

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DAF uses continuous assessment 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. All assessment outcomes are made available to learners. A learner may appeal their results in writing through the Academic Board.

Learners receive written and verbal feedback after internal assessments have been conducted during the term. Feedback regarding the final term is given in writing.

Exit-level assessments of courses are conducted internally and verified by external experts who are suitably qualified in the relevant field. The awarding of a qualification takes place once all exit-level courses have been completed and passed.

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## RECOGNITION OF PRIOR LEARNING

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Access may be achieved, in part, through the process of Recognition of Prior Learning (RPL). Provision is made for prior learning to be recognised if a learner is able to demonstrate competence in the knowledge, skills, values and attitudes embedded in the relevant qualification.

Candidates must be able to demonstrate their fashion and design aptitude through submission of a CV, portfolio, interview, and knowledge and skills tests. Such competencies may help gain access to the program leading to entrance into this qualification, or advanced placement therein.

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## CREDIT ACCUMULATION TRANSFER

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Access may be achieved, in part, through the process of Credit Accumulation Transfer (CAT). Provision is made for the transferring of credits from another institution where the applicant has enrolled for a similar qualification but not completed the programme. CAT will be recognised if a learner is able to demonstrate competence in the knowledge, skills, values and attitudes embedded in the DAF qualification.

Candidates must be able to demonstrate their fashion and design aptitude through submission of the detailed transcript of the incomplete qualification, a portfolio, an interview and skills tests. Such competencies may help gain access to the program leading to entrance into this qualification, or advanced placement therein.

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## QUALIFICATION CRITERIA

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

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## FINANCIAL AID & BURSARIES

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Any bursaries or financial assistance offered to learners by external stakeholders is at the sole discretion of the relevant organisation. DAF does not offer institutional bursaries, but applications can be made for material support for 3rd year collections.

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## FEES STRUCTURE

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The course fee is inclusive of the registration fee. 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)

Half yearly basis (payments to be made by the 31st January and 31st July)

Quarterly basis (payments to be made on or before the commencement of the new / next term)

Discounted rates are only valid with proof of payment being received for payment made within the allocated timeframe.

If payment is made later than the due date for half and quarterly rates, 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. Suspension bars the learner from class attendance at the institution and progress reports and/ or diplomas will not be awarded until such time as the student's account is paid.

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.

## STUDENT SUPPORT SERVICES

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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 learner representative council is responsible to keep record of any grievances learners might have. These will be brought before the Quality committee who will then address any pressing issues as well as make provision for any long-term decisions to be made. Learner Grievances will be recorded in the minutes as well as in the Quality Assurance forms filled in twice a year.

The Academic Support Unit deals with any academic related issues that a student may have. This includes any support that the lecturers have identified whether for individual learners, or groups of learners.

DAF is committed to encourage healthy living in all aspects of student life. For this purpose, the Academic Support Unit is also responsible for making recommendations in cases of psychological or health issues that have been identified as a result of behaviour

or information received via the student themselves or their parents. DAF will fully support any student who is diagnosed with health or psychological conditions as far as possible. DAF has access to a qualified Psychologist who will charge a minimal fee.

In as far as possible, DAF will accommodate learners with disabilities. Unfortunately, the current premises do not allow for wheelchair access.

For further information on DAF policies on disability, Health and Wellness and Student support, refer to the relevant policies, which will be provided at the beginning of the academic year to each student, or on request.

## CODE OF CONDUCT

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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.
- 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!
- 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.
- 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!

- Cheating and plagiarism: Infringement of others' intellectual property rights is viewed in a very serious light. It's simple: don't do it!
- Sexually inappropriate behaviour: Overt displays of sexuality do not promote an intellectually stimulating educational environment. The Academy expects all students to be respectful to their classmates 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!
- Violent behaviour: Any violence, actual or threatened, will be dealt with by the disciplinary committee, followed by possible suspension or expulsion.
- 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.
- 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.
- Care of equipment: If you damage equipment through misuse, you are responsible for the cost.
- Cell-phones: No cell-phones on during theory lectures or presentations! Incoming sms's do count.

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.

## CONTACT US

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A fashion design studio with a mannequin in the foreground and students working at tables in the background. The mannequin is covered in fabric and has a wooden handle on top. The background shows a bright, open-plan studio with several people working at long tables. The text 'PROSPECTUS' is written in a large, thin, sans-serif font, and '2020' is written in a smaller, similar font below it, separated by a horizontal line.

# PROSPECTUS

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2020

**DESIGN ACADEMY  
OF FASHION**