

# STADIO

## HIGHER EDUCATION

### SCHOOL OF FASHION

#### BACHELOR OF ARTS IN FASHION

NQF 7 | 360 CREDITS | SAQA ID: 23375 | MIN. 3 YEARS

CAMPUSES: HATFIELD & RANDBURG

#### CAREER OPPORTUNITIES

- |  |                               |
|--|-------------------------------|
| • BUSINESS OWNER RUNNING YOUR OWN BRAND    | • SOCIAL MEDIA CONTENT WRITER |
| • FASHION DESIGNER                         | • BUYER FOR A RETAIL COMPANY  |
| • TREND FORECASTER                         | • EDUCATOR / LECTURER         |
| • STYLIST OF CONTEMPORARY FASHION AND FILM | • BRAND DEVELOPER             |
| • FASHION PHOTOGRAPHER                     | • FASHION ENTREPRENEUR        |
| • AND SO MUCH MORE!                        |                               |

#### DESCRIPTION

STADIO's School of Fashion (formerly LISOF), offers a 3-year Bachelor of Arts in Fashion qualification that has been, for many years, preparing its students for success in a spectrum of roles across the fashion industry, from every level to haute couture to ready-to-wear and mass market. Our innovative and rigorous programme competitively situates graduates both academically and professionally by instilling creative, strategic and practical skills to prepare you for fashion careers in design, media and buying.

We have close ties to the industry, allowing us to immerse students in what is happening now in this continuously changing industry. By integrating real-world, project-based methodology in technologically advanced studios and lecture rooms, you are exposed to specialised techniques and innovative approaches to fashion-related work.

At the School of Fashion, you will learn practical skills, build a network of industry contacts, and gain real-world experience in a supportive, creative, and professional environment. You will be able to study alongside fellow students who are passionate about various fashion industry sectors, and our curriculum places importance on leadership, teamwork, creativity and effective communication.

You can choose from our 3 programme specialisations; Fashion Design, Fashion Media or Fashion Buying. So, whether it's creating innovative clothing or developing business solutions for top retailers, there are a variety of roles within the professional field of fashion that each of the BA specialisations addresses, including design, trend forecasting and analysis, styling, visual merchandising, textile development, marketing and public relations, and buying, sourcing or production.

## MODE OF DELIVERY - CONTACT LEARNING (BLENDED CONTACT)

The programme is offered in STADIO's Blended Contact mode of delivery. Contact learning is aimed at students who want to attend venue-based face-to-face classes at one of STADIO's campuses. The Blended Contact mode combines classroom and online learning and teaching in a manner that includes some flexibility, while optimising the time students spend on campus. Based on the nature of the module, each module utilises a unique combination of the following learning settings:

- **Classroom:** Classroom sessions involve learning by doing, debating, arguing, trying, experimenting, practising, analysing, and sharing — all the skills students will need when they enter the world of work. Students will have the opportunity to contribute to the learning process and at the same time they will learn from the contributions of their fellow students. Class attendance of venue-based sessions is compulsory.
- **Synchronous online:** These are live online teaching sessions facilitated by a range of lecturers from different campuses. STADIO believes in encouraging students to think and engage laterally and to consider different perspectives and this is what students will get from having different experts share their knowledge with them. Students will be advised of the date and time of the session at the start of the semester, and they may connect from the comfort of their home, or from any other venue. They may also come to campus to make use of the campus Wi-Fi to join these sessions. Some of the live online sessions may be recorded, while others will not. It depends on the nature of the session and the lecturer will advise students beforehand. The lecturer will also use these sessions for group work and for discussions. These sessions are also compulsory, as they are an integral part of the teaching programme.
- **Asynchronous online:** These are recorded lectures which students will watch in their own time, but within the timelines provided in the course environment. In these short sessions, the lecturers will explain the theoretical concepts and they will work through examples, etc. Students enjoy the benefit of watching these important sessions repeatedly during the semester, as they prepare for their assessments.

Students will find a detailed timetable indicating the combination of sessions on the learning management system (Canvas) at the start of the semester. This will enable them to plan their schedule ahead of time, and to optimise travelling arrangements to and from the campus.

Contact learning is suited to students who are able to attend and are interested in participating in face-to-face classes on a physical campus and who want to become part of a campus community with all the activities that go with being on the campus. It is important to realise that class attendance is compulsory and students must commit to regularly attend classes on campus if they want to be successful and derive the best benefits of contact learning.

“

It has been my privilege to host a number of the School of Fashion, formerly LISOF students in my label and I always found them to have such a great energy and a superior awareness of what it takes to make it in this crazy business... the School of Fashion, formerly LISOF rocks!

David Tlale-Fashion Designer

”

# STADIO

## HIGHER EDUCATION

### SCHOOL OF FASHION

#### BACHELOR OF ARTS IN FASHION DESIGN

NQF 7 | 366 CREDITS | SAQA ID: 23375 | MIN. 3 YEARS

CAMPUSES: HATFIELD & RANDBURG

##### CAREER OPPORTUNITIES

- |   |                                       |
|---|---------------------------------------|
| • BUSINESS OWNER RUNNING YOUR OWN BRAND | • CAD DESIGNER / TECHPACK DESIGNER    |
| • FASHION DESIGNER                      | • WARDROBE DESIGNER (FILM/TELEVISION) |
| • TREND ANALYST                         | • EDUCATOR / LECTURER                 |
| • GARMENT TECHNOLOGIST                  | • ILLUSTRATOR                         |
| • PATTERNMAKER                          | • PRODUCTION MANAGER                  |

##### DESCRIPTION

The Fashion Design specialisation focuses on creating clothing, from developing valuable research skills that inform your inspiration to understanding manufacturing processes and methods. This specialisation is hands-on, where you are exposed to design thinking and explore creative problem-solving strategies. Your skills will be developed through the physical investigation of form, silhouette, material, and the garments' production process.

## MODE OF DELIVERY - CONTACT LEARNING (BLENDED CONTACT)

The programme is offered in STADIO's **Blended Contact** mode of delivery. Contact learning is aimed at students who want to attend venue-based face-to-face classes at one of STADIO's campuses. The Blended Contact mode combines classroom and online learning and teaching in a manner that includes some flexibility, while optimising the time students spend on campus. Based on the nature of the module, each module utilises a unique combination of the following learning settings:

- **Classroom:** Classroom sessions involve learning by doing, debating, arguing, trying, experimenting, practising, analysing, and sharing — all the skills students will need when they enter the world of work. Students will have the opportunity to contribute to the learning process and at the same time they will learn from the contributions of their fellow students. Class attendance of venue-based sessions is compulsory.
- **Synchronous online:** These are live online teaching sessions facilitated by a range of lecturers from different campuses. STADIO believes in encouraging students to think and engage laterally and to consider different perspectives and this is what students will get from having different experts share their knowledge with them. Students will be advised of the date and time of the session at the start of the semester, and they may connect from the comfort of their home, or from any other venue. They may also come to campus to make use of the campus Wi-Fi to join these sessions. Some of the live online sessions may be recorded, while others will not. It depends on the nature of the session and the lecturer will advise students beforehand. The lecturer will also use these sessions for group work and for discussions. These sessions are also compulsory, as they are an integral part of the teaching programme.
- **Asynchronous online:** These are recorded lectures which students will watch in their own time, but within the timelines provided in the course environment. In these short sessions, the lecturers will explain the theoretical concepts and they will work through examples, etc. Students enjoy the benefit of watching these important sessions repeatedly during the semester, as they prepare for their assessments.

Students will find a detailed timetable indicating the combination of sessions on the learning management system (Canvas) at the start of the semester. This will enable them to plan their schedule ahead of time, and to optimise travelling arrangements to and from the campus.

Contact learning is suited to students who are able to attend and are interested in participating in face-to-face classes on a physical campus and who want to become part of a campus community with all the activities that go with being on the campus. It is important to realise that class attendance is compulsory and students must commit to regularly attend classes on campus if they want to be successful and derive the best benefits of contact learning.

## OUTCOMES

The programme outcomes focus on developing the necessary skills required in fashion design, together with a critical understanding of theoretical underpinnings to effectively communicate and produce specific creative and technical information relevant to fashion design, pattern making and garment manufacture

## ARTICULATION POSSIBILITIES

Students graduating from the Bachelor of Arts in Fashion may articulate into an Honours programme in a cognate field. Applicants will be required to meet the selection criteria of the programme.

## ADMISSION REQUIREMENTS

The admission criteria for the Bachelor of Arts in Fashion are:

Candidates who matriculated after 2008 require:

- A National Senior Certificate (NSC) with admission to Bachelor's studies and a minimum of 45% for English as a first or additional language. A Bachelor's pass on the NSC requires an achievement of a minimum of 50% in four 20-credit subjects (excluding Life Orientation).
- A National Certificate (Vocational) with a minimum of 60% in three fundamental subjects including English, and a minimum of 70% in four vocational subjects
- An admission test is required for the design specialisation for diagnostic purposes
- The STADIO, formerly LISOF, Higher Certificate in Fashion Retail (NQF 5); or Higher Certificate in Fashion (NQF 5); Higher Certificate in Digital Marketing Practice (NQF 5);
- The STADIO, formerly Prestige Academy, Higher Certificate in Photography (NQF 5); or
- A Higher Certificate (NQF 5), Advanced Certificate (NQF 6) or Diploma (NQF 6) in the field of fashion or commerce

## SPECIFIC REQUIREMENTS

### ACCESS TO TECHNOLOGY:

STADIO provides students with materials, resources, assessments (including online tests and quizzes), discussion opportunities and several administrative services via its student administration and learning environments.

Having access to the above online facilities is essential for efficient communication, learning and success. You will need continuous access to study, using the resources mentioned above, and accessing and submitting some assessments.

### EQUIPMENT REQUIREMENTS:

- Smart Device for Online Learning
- USB
- Creative Design kit
- Garment Construction kit
- Pattern Design kit
- Technical Drawing kit
- Various consumables (pens, paper, other stationery) to be purchased and replenished throughout the year as needed
- Sewing Machine

## ADDITIONAL ADMISSION REQUIREMENTS

Candidates who matriculated prior to 2008 require:

- A Senior Certificate (SC) with endorsement and a minimum of 45% for English as a first or second language
- An admission test is required for the design specialisation for diagnostic purposes
- Art or Design as a school subject is not required, but is deemed an advantage

### MINIMUM SYSTEM REQUIREMENTS:

- Reliable broadband internet access (WI-FI available at all our campuses, but you may prefer access from home as well)
- Firefox/Internet Explorer/Chrome web browser
- Microsoft Word
- PDF Viewer
- Ability to scan and upload documents
- Email/cellphone for notification and communication

## STUDENT SUPPORT FOR CONTACT LEARNING STUDENTS

### C4SS - CENTRE FOR STUDENT SUCCESS

The Centre for Student Success supports students with academic, psychological and financial wellness.

### SSS - STUDENT SUPPORT SERVICES

Student Support Services is the first port of call for all student queries and requests, they can channel your requests to the right individuals.

### THE BUDDY PROGRAMME

The Buddy programme exists to help first year students to make the transition between secondary and tertiary studies.

## CURRICULUM OUTLINE

	1st YEAR	2nd YEAR	3rd YEAR
Compulsory (All)	Creative Design BCRD151 (19)	Creative Design BCRD261 (24)	Creative Design BCRD371 (25)
	Pattern Design BPTD151 (17)	Pattern Design BPTD261 (24)	Pattern Design BPTD371 (35)
	Garment Construction BGRC151 (17)	Garment Construction BGRC261 (24)	Garment Construction BGRC371 (28)
	Computer Literacy and Design BCLD152 (7)	Computer Literacy and Design BCLD261 (16)	Computer Literacy and Design BCLD371 (18)
	Fashion Theory FTH172 (7)	Fashion Theory FTH02 (14)	Fashion Theory FTH372 (10)
	Trend Analysis BTAN151 (14)	Trend Analysis BTAN261 (10)	Experiential Learning BEXL372 (10)
	Entrepreneurship & Innovation BENT151 (15)	Entrepreneurship & Innovation BENT262 (8)	
	Technical Drawing TDR152 (10)		
	Textiles and Fashion BTAF152 (14)		
CREDITS P/YEAR	120	120	126

\* Some of the modules are semesterised and will be communicated at Registration

## MODULE DESCRIPTION

### CREATIVE DESIGN

Creative Design explores the principles and elements of design in preparation for the construction of the garment extending from ready-to-wear to Avant-Garde styles. Students will continue to enhance and refine their design skills throughout the programme. The amalgamation of these conceptual skills will realise the design of a complete range directed at a specific target market.

### PATTERN DESIGN

Pattern Design will develop students' ability to interpret design information into two-dimensional patterns effectively. This design component will allow students to construct a garment's silhouette accurately, proportion, fit and detail according to industry-related pattern practices. These practices support the commercial standards for creating commercially viable patterns for specific fashion categories.

### GARMENT CONSTRUCTION

Garment Construction facilitates and develops the practical skills required for the construction of a garment. These skills include fabric application, sewing and finishing techniques. Students will continuously understand how different fabrics influence construction techniques, machine specifications, trims and decorative elements. The garment construction practicum will allow students to achieve the desired silhouette, proportion, fit and detail within the context of specific market-related fashion categories.

### FASHION THEORY

Fashion Theory focuses on developing students' critical analysis of fashion as a theoretical construct. Students are guided through appropriate research methodologies to be able to discuss sociological, cultural, economic and philosophical factors that influence fashion. This module challenges students to debate fashion as a form of visual communication, identity, concept, and phenomenon.

### EXPERIENTIAL LEARNING

Experiential Learning allows students to apply their knowledge and skills within the occupational fields of fashion design, pattern design and garment construction. Students are placed in the world of work to complete internships through institutional partnership arrangements in fashion design, retail and manufacturing companies.

### ENTREPRENEURSHIP AND INNOVATION

Entrepreneurship and Innovation focus on an awareness of how a practical skillset (such as fashion design) can be translated into an entrepreneurial business venture. Students are empowered to develop creative solutions for such business plans and processes.

### TEXTILES AND FASHION

Textiles and Fashion introduce students to the creative, technical, commercial and technological applications of fabrics used in the fashion industry. Textiles are seen as the artistic paint palette that fashion practitioners utilise for their technical and aesthetic characteristics. This module supports students to become proficient in selecting, discussing and defending the relationship between textiles and the fashion industry.

### COMPUTER LITERACY AND DESIGN

Computer Literacy & Design facilitates the practical skills to employ computer technology as a creative design tool. Students will be able to use these computer design skills to generate, analyse, edit and refine creative concepts that align with the requirements of the world of work that extends beyond the context of the fashion industry.

## MODULE DESCRIPTION CONTINUED

### TECHNICAL DRAWING

Technical drawing equips students to analyse, interpret and translate a wide range of clothing design information into reliable technical drawings used in the pattern and garment production processes. This module also instils in students the correct jargon (specific garment terminology and fashion vocabulary) that further develops the holistic fashion professional.

### TREND ANALYSIS

Trend Analysis allows students to analyse the current developments in the industry to determine future trends. These developments are found in creative, technological, sociological, cultural, economic and philosophical contexts. Students are equipped with trend specific methodologies to disseminate micro and macro trends within the fashion context.

## STUDENT SUPPORT FOR CONTACT LEARNING STUDENTS

### CAMPUS FACILITIES

Students have access to the campus facilities during the week (as well as some Saturdays\*) – including the library for internet access, research books, photocopying and printing

### SUPPLIES

Stationery supplies shop and canteen are available on-site (both Pretoria and Johannesburg campuses)

### GUIDANCE

Students may engage with their lecturers for assistance with module work, can receive institutional guidance from the Registrar, and also advice on student matters from SRC members

### TUTORIALS

Online video tutorials are also available in specific subjects, for revision and practice purposes



# STADIO

## HIGHER EDUCATION

### SCHOOL OF FASHION

#### BACHELOR OF ARTS IN FASHION MEDIA

NQF 7 | 378 CREDITS | SAQA ID: 23375 | MIN. 3 YEARS

CAMPUSES: HATFIELD & RANDBURG

##### CAREER OPPORTUNITIES IN FASHION MEDIA

- |  |                                       |
|--|---------------------------------------|
| • STYLIST OF CONTEMPORARY FASHION AND FILM | • VISUAL MERCHANDISER                 |
| • BRIDAL AND CATWALK MAKE-UP ARTIST        | • WARDROBE DESIGNER (FILM/TELEVISION) |
| • FASHION PHOTOGRAPHER                     | • BRAND STRATEGIST                    |
| • SOCIAL MEDIA CONTENT WRITER              | • FASHION JOURNALIST                  |
| • INFLUENCER                               | • EDUCATOR / LECTURER                 |

##### DESCRIPTION

The Fashion Media specialisation focuses on the styling and production of fashion as communicating through various platforms. This specialisation involves innovative and collaborative practices to establish a signature style that can be transferred to professional styling, visual merchandising, and consultation in a range of fashion media roles and practices within the industry.

##### OUTCOMES

The programme outcomes focus on developing the necessary skills required in fashion media, together with the critical understanding of the theoretical underpinnings of communication, visual cultural literacy, and the impact of the digital revolution in fashion media.

## ADMISSION REQUIREMENTS

The admission criteria for the Bachelor of Arts in Fashion are:

Candidates who matriculated after 2008 require:

- A National Senior Certificate (NSC) with admission to Bachelor's studies and a minimum of 45% for English as a first or additional language. A Bachelor's pass on the NSC requires an achievement of a minimum of 50% in four 20-credit subjects (excluding Life Orientation).
  - An admission test is required for the design specialisation for diagnostic purposes
- OR
- A National Certificate (Vocational) with a minimum of 60% in three fundamental subjects including English, and a minimum of 70% in four vocational subjects
  - The STADIO, formerly LISOF, Higher Certificate in Fashion Retail (NQF 5); or Higher Certificate in Fashion (NQF 5); Higher Certificate in Digital Marketing Practice (NQF 5);
  - The STADIO, formerly Prestige Academy, Higher Certificate in Photography (NQF 5); or
  - a Higher Certificate (NQF 5), Advanced Certificate (NQF 6) or Diploma (NQF 6) in the field of fashion or commerce

## ADDITIONAL ADMISSION REQUIREMENTS

Candidates who matriculated prior to 2008 require:

- A Senior Certificate (SC) with endorsement and a minimum of 45% for English as a first or second language

## ARTICULATION POSSIBILITIES

Students graduating from the Bachelor of Arts in Fashion may articulate into an Honours programme in a cognate field. Applicants will be required to meet the selection criteria of the programme.

“

The School of Fashion, formerly LISOF's commitment to the South African fashion industry clearly shows in the quality of their students' design ability and work ethic.

Klukcgdt-Fashion Designers Design

”

## SPECIFIC REQUIREMENTS

### ACCESS TO TECHNOLOGY:

STADIO provides students with materials, resources, assessments (including online tests and quizzes), discussion opportunities and several administrative services via its student administration and learning environments.

Having access to the above online facilities is essential for efficient communication, learning and success. You will need continuous access to study, using the resources mentioned above, and accessing and submitting some assessments.

### EQUIPMENT REQUIREMENTS:

- **Smart Device for Online Learning**
- **USB**
- **Make-up kit**
- **Digital camera**
- **Various consumables (pens, paper, other stationery) to be purchased and replenished throughout the year as needed**

### MINIMUM SYSTEM REQUIREMENTS:

- **Reliable broadband internet access (WI-FI available at all our campuses, but you may prefer access from home as well)**
- **Firefox/Internet Explorer/Chrome web browser**
- **Microsoft Word**
- **PDF Viewer**
- **Ability to scan and upload documents**
- **Email/cellphone for notification and communication**

“

The School of Fashion, formerly LISOF, has consistently delivered top-class graduates to the South African Fashion Industry. Umzingeli Products has had several interns from LISOF under its wing I am very proud of.

Jan Malan-Producer, Director, Choreographer

”

## CURRICULUM OUTLINE

	1st YEAR	2nd YEAR	3rd YEAR
Compulsory (All)	Marketing and Brand Management BMRT151 (18)	Marketing and Brand Management BMRT261 (18)	Marketing and Brand Management BMRT371 (22)
	Fashion Media BFMD151 (18)	Fashion Public Relations BFPR262 (9)	Fashion Media BFMD371 (22)
	Visual Merchandising BVMR151 (14)	Fashion Broadcasting BFBR262 (9)	Visual Merchandising BVMR371 (16)
	Computer Literacy and Design BCLD152 (7)	Visual Communication in Retail VCR262 (8)	Computer Literacy and Design BCLD371 (18)
	Fashion Theory FTH172 (7)	Window Display Design BWDD262 (8)	Fashion Theory FTH372 (10)
	Trend Analysis BTAN151 (14)	Trend Analysis BTAN261 (10)	Experiential Learning BEXL372 (10)
	Corrective Make-Up Application BCMA152 (9)	Fashion Theory FTH02 (14)	Trend Analysis BTAN371 (10)
	Beauty Make-Up Application BBMA152 (9)	Computer Literacy and Design BCLD261 (16)	Fashion Photography BFPH371 (20)
	Fashion Writing and Analysis BFWA151 (18)	Make-Up BMKP261 (18)	
	Styling STL152 (8)	Introduction To Fashion Photography BFPH262 (9)	
		Fundamentals Of Digital Fashion Photography BDPH262 (9)	
CREDITS P/YEAR	122	128	128

\* Some of the modules are semesterised and will be communicated at Registration

# MODULE DESCRIPTION

## MARKETING AND BRAND MANAGEMENT

Marketing & Brand Management develop the students' theoretical and practical knowledge of both marketing and retailing constructs. In this module focus is placed on students' understanding of brand and marketing plans through exploring the relationship between advertising and other variables such as market share, consumer attitudes, behaviours, brand loyalty and product attributes.

## FASHION MEDIA

Fashion Media at a first-year level will develop a basic understanding of how representation works in the context of fashion media. Students will explore specific skills and practices related to blogging that includes writing posts and interacting with online media. At a third-year level, students will explore the idea of fashion film as a concept. This invites creativity and conceptual playfulness to communicate ideas through the production and editing of fashion films.

## VISUAL MERCHANDISING

Visual Merchandising develops the students' understanding of the role of visual merchandising within the fashion retail sector. This visual skill supports retail strategies of communicating with the customer to promote selling and sensory engagement.

## FASHION THEORY

Fashion Theory focuses on developing students' critical analysis of fashion as a theoretical construct. Students are guided through appropriate research methodologies to discuss sociological, cultural, economic and philosophical factors that influence fashion. This module challenges students to debate fashion as a form of visual communication, identity, concept, and phenomenon.

## CORRECTIVE MAKE-UP APPLICATION

Corrective Make-up Application is a first-year module that focuses on the key theoretical principles of corrective make-up for skin, face, eye, and lip shape classifications. Students will practically explore how to correct and enhance facial features and proportions using technical and creative applications. These industry-specific applications include colour mixing, colour matching, highlighting and contouring.

## COMPUTER LITERACY AND DESIGN

Computer Literacy & Design facilitates the practical skills to employ computer technology as a creative design tool. Students will be able to use these computer design skills to generate, analyse, edit and refine creative concepts that align with the requirements of the world of work that extends beyond the context of the fashion industry.

## BEAUTY MAKE-UP APPLICATION

Beauty Make-up Application is a first-year module that facilitates a range of visual elements and techniques that equip the students to apply a prescribed beauty make-up on dark and light skin tones. Emphasis is placed on the execution and practice of professional ethics, etiquette and workmanship that align with industry standards.

## FASHION WRITING AND ANALYSIS

Fashion Writing and Analysis is a first-year module that develops the foundational literacy, reading, writing, research and comprehension skills that will assist students as future media practitioners and communicate successfully within the professional context. This module supports most careers in fashion media and includes pathways to becoming researchers, writers and presenters.

## TREND ANALYSIS

Trend Analysis allows students to analyse the current developments in the industry to determine future trends. These developments are found in creative, technological, sociological, cultural, economic and philosophical contexts. Students are equipped with trend specific methodologies to disseminate micro and macro trends within the fashion context.

## MODULE DESCRIPTION CONTINUED

### FASHION BROADCASTING

Fashion Broadcasting is a second-year module that develops an informed understanding of the core areas of local fashion media. This module explores the need to establish benchmark practices in podcasts, fashion blogs, visual catwalk reports, fashion marketing and journalism (print or digital). Students will develop the necessary practical skills that align with industry trends within the fashion media context.

### VISUAL COMMUNICATION IN RETAIL

Visual Communication in Retail is a second-year module that focuses on applying relevant encoding and decoding communication models to targeted marketing messages in window displays. Students will have to incorporate these communication models with the elements and principles of design to construct eye-catching window displays that communicate a branded message to a defined target market.

### WINDOW DISPLAY DESIGN

Window Display Design is a second-year module that guides the students to present a concept for brand approval in accordance with industry practices. Students will also conceptualise a window design by applying visual communication techniques that support effective marketing in promotional window displays.

### MAKE-UP

Make-up is a second-year module that facilitates creative problem-solving within make-up application methods and procedures. Students will be working according to a client brief and tasked to create advanced applications of key make-up looks using their signature style. This industry simulation will develop the students' ability to think conceptually and solve problems creatively.

### INTRODUCTION TO FASHION PHOTOGRAPHY

Introduction to Fashion Photography is a second-year module that introduces students to basic principles, techniques and terminology that underpin the function and application of digital photographic practices. Students will technically explore shutter speeds, ISO and apertures. Simultaneously, students will begin to focus on developing appropriate composition skills.

### FUNDAMENTALS OF DIGITAL FASHION PHOTOGRAPHY

Fundamentals of Digital Fashion Photography is a second-year module that focuses on integrating principles, techniques and processes of digital photography. This module teaches students to work with studio equipment and apply portrait and beauty lighting, fashion lighting, and soft and hard lighting to fashion shoots.

### FASHION PHOTOGRAPHY

Fashion Photography builds on second-year modules, Introduction to Photography and Fundamentals of Digital Fashion Photography, and focuses on developing students' understanding of principles, techniques and terminology of studio fashion photography practice. Students conceptualise and execute the fashion story through research in related fields such as popular culture, art, music, theatre and create visually arresting fashion images.

### STYLING

Styling explores creative design elements, personal branding and visual communication that align with the skill set of a professional stylist. Students will be able to style in accordance with the needs of a client and will be able to propose "looks" that align with the current fashion trends within the local and global contexts.

## MODULE DESCRIPTION CONTINUED

### FASHION PUBLIC RELATIONS

Fashion Public Relations (PR) is a second-year module that develops the skill set required for the PR office. This includes effective written communication as key to this media practice, including the PR KIT: press release, advertising blurbs, marketing material, and communication strategies.

### EXPERIENTIAL LEARNING

Experiential Learning allows students to apply their knowledge and skills within the occupational fields of fashion media, styling, photography and make-up. Students are placed in the world of work to complete internships through institutional partnership arrangements in fashion media, design and manufacturing companies.

## STUDENT SUPPORT FOR CONTACT LEARNING STUDENTS

### CAMPUS FACILITIES

Students have access to the campus facilities during the week (as well as some Saturdays\*) – including the library for internet access, research books, photocopying and printing

### SUPPLIES

Stationery supplies shop and canteen are available on-site (both Pretoria and Johannesburg campuses)

### GUIDANCE

Students may engage with their lecturers for assistance with module work, can receive institutional guidance from the Registrar, and also advice on student matters from SRC members

### TUTORIALS

Online video tutorials are also available in specific subjects for revision and practice purposes

# STADIO

## HIGHER EDUCATION

### SCHOOL OF FASHION

#### BACHELOR OF ARTS IN FASHION BUYING

NQF 7 | 364 CREDITS | SAQA ID: 23375 | MIN. 3 YEARS

CAMPUSES: HATFIELD & RANDBURG

##### CAREER OPPORTUNITIES IN FASHION BUYING

- |                              |                                     |
|------------------------------|-------------------------------------|
| • BUYER FOR A RETAIL COMPANY | • EDUCATOR / LECTURER               |
| • TREND ANALYST / FORECASTER | • MERCHANDISER FOR A RETAIL COMPANY |
| • ONLINE RETAILER            | • BRAND DEVELOPER                   |
| • FASHION ENTREPRENEUR       | • MARKETING MANAGER                 |

##### DESCRIPTION

The Fashion Buying specialisation focuses on developing fashion industry-related buying and promotional strategies, particularly within a creative, financial and technological context. This specialisation involves critical thinking, creative application and effective teamwork to develop skills in understanding consumer behaviour, brand analysis, retail, manufacturing and marketing processes. This will allow graduates to successfully fulfil business roles in the fashion industry.

##### OUTCOMES

The programme outcomes focus on developing the necessary skills required in the field of fashion buying, merchandising and marketing, together with the critical understanding of the theoretical underpinnings of business studies relating to the retail industry.



## ADMISSION REQUIREMENTS

The admission criteria for the Bachelor of Arts in Fashion are:

Candidates who matriculated after 2008 require:

- A National Senior Certificate (NSC) with admission to Bachelor's studies and a minimum of 45% for English as a first or additional language. A Bachelor's pass on the NSC requires an achievement of a minimum of 50% in four 20-credit subjects (excluding Life Orientation).
- Candidates with an NSC applying for the Buying specialisation further require a minimum of 50% in Mathematics or a minimum of 70% in Mathematical Literacy
- A National Certificate (Vocational) with a minimum of 60% in three fundamental subjects, including English, and a minimum of 70% in four vocational subjects
- The STADIO, formerly LISOF, Higher Certificate in Fashion Retail (NQF 5); or Higher Certificate in Fashion (NQF 5); Higher Certificate in Digital Marketing Practice (NQF 5);
- The STADIO, formerly Prestige Academy, Higher Certificate in Photography (NQF 5); or
- A Higher Certificate (NQF 5), Advanced Certificate (NQF 6) or Diploma (NQF 6) in the field of fashion or commerce

## ADDITIONAL ADMISSION REQUIREMENTS

Candidates who matriculated prior to 2008 require:

- A Senior Certificate (SC) with endorsement and a minimum of 45% for English as a first or second language
- Candidates with an SC applying for the Buying specialisation require a minimum of an E in Higher Grade Mathematics or a D in Standard Grade Mathematics

## ARTICULATION POSSIBILITIES

Students graduating from the Bachelor of Arts in Fashion may articulate into an Honours programme in a cognate field. Applicants will be required to meet the selection criteria of the programme.

## SPECIFIC REQUIREMENTS

### ACCESS TO TECHNOLOGY:

STADIO provides students with materials, resources, assessments (including online tests and quizzes), discussion opportunities and several administrative services via its student administration and learning environments.

Having access to the above online facilities is essential for efficient communication, learning and success. You will need continuous access to study, using the resources mentioned above, and to access and submit some assessments.

### EQUIPMENT REQUIREMENTS:

- Smart Device for Online Learning
- USB

### MINIMUM SYSTEM REQUIREMENTS:

- Reliable broadband internet access (WI-FI available at all our campuses, but you may prefer access from home as well)
- Firefox/Internet Explorer/Chrome web browser
- Microsoft Word
- PDF Viewer
- Ability to scan and upload documents
- Email/cellphone for notification and communication

## CURRICULUM OUTLINE

	1st YEAR	2nd YEAR	3rd YEAR
Compulsory (All)	Buying & Merchandising BAM01 (18)	Buying & Merchandising BAM02 (18)	Buying & Merchandising BAM03 (22)
	Business Studies & Management BST01 (18)	Operations & Human Resource Management OHR262 (9)	Strategic Business Management SBM372 (11)
	Marketing and Brand Management BMRT151 (18)	Business Statistics BSA262 (9)	Business Model Innovation BMI372 (11)
	Computer Literacy and Design BCLD152 (7)	Marketing and Brand Management BMRT261 (18)	Marketing and Brand Management BMRT371 (22)
	Fashion Theory FTH172 (7)	Fashion Theory FTH02 (14)	Fashion Theory FTH372 (10)
	Trend Analysis BTAN151 (14)	Trend Analysis BTAN261 (10)	Computer Literacy and Design BCLD371 (18)
	Fashion Practice FPR01 (16)	Computer Literacy and Design BCLD261 (16)	Merchandising Mathematics and Planning MMP03 (10)
	Styling STL152 (8)	Fashion Practice FPR02 (16)	Experiential Learning BEXL372 (10)
	Textiles and Fashion BTAF152 (14)	Merchandising Mathematics and Planning MMP02 (10)	Trend Analysis BTAN371 (10)
CREDITS P/YEAR	120	120	124

\* Some of the modules are semesterised and will be communicated at Registration

“

The School of Fashion, formerly LISOF made me feel secure and supported, it gave us as students the opportunity to be as creative as we wanted to be, so it was easy to just be ourselves and let our creativity within Fashion flourish. We could just really focus on all of the amenities that we needed to be fashion design or business students.

Shayna Goncalves / Head of Marketing FILA South Africa

”

# MODULE DESCRIPTION

## BUYING & MERCHANDISING

Buying & Merchandising develops students' theoretical and practical knowledge of retail buying and merchandising principles related to retail fashion buying. Focus is also placed on students' strategic understanding of buying and merchandising strategies, plans, and processes within this fashion industry sector.

## OPERATIONS & HUMAN RESOURCE MANAGEMENT

Operations & Human Resource Management is a second-year module that teaches students to identify and apply systematic operations design principles in the fashion business environment and evaluate operations planning and control elements for overall business improvement. Focus is also placed on students developing an understanding of human resource management models, including recruitment, training, management, and staff compensation.

## BUSINESS STATISTICS

Business Statistics is a second-year module that focuses on the development of students' understanding to describe, apply and interpret various statistical methods and techniques, including probability and sampling distribution, all related to the strategic planning processes within the business sector of the fashion industry.

## FASHION THEORY

Fashion Theory focuses on developing students' critical analysis of fashion as a theoretical construct. Students are guided through appropriate research methodologies to be able to discuss sociological, cultural, economic and philosophical factors that influence fashion. This module challenges students to debate fashion as a form of visual communication, identity, concept, and phenomenon.

## MARKETING AND BRAND MANAGEMENT

Marketing & Brand Management develop the students' theoretical and practical knowledge of both marketing and retailing constructs. Focus is also placed on students' understanding of brand and marketing plans through exploring the relationship between advertising and other variables such as market share, consumer attitudes, behaviours, brand loyalty and product attributes.

## COMPUTER LITERACY AND DESIGN

Computer Literacy & Design facilitates the practical skills to employ computer technology as a creative design tool. Students will be able to use these computer design skills to generate, analyse, edit and refine creative concepts that align with the requirements of the world of work that extends beyond the context of the fashion industry.

## TEXTILES AND FASHION

Textiles and Fashion introduce students to the creative, technical, commercial and technological applications of fabrics as used in the fashion industry. Textiles are seen as the artistic paint palette that fashion practitioners utilise for their technical and aesthetic characteristics. This module supports students to become proficient in selecting, discussing and defending the relationship between textiles and the fashion industry.

## FASHION PRACTICE

Fashion Practice prepares graduates for entry into the commercial world of fashion production. This module focuses on the required skillsets of basic production practices that include: coordination, merchandising, grading and product development.

## TREND ANALYSIS

Trend Analysis allows students to analyse the current developments in the industry to determine future trends. These developments are found in creative, technological, sociological, cultural, economic and philosophical contexts. Students are equipped with trend specific methodologies to disseminate micro and macro trends within the fashion context.

## MODULE DESCRIPTION CONTINUED

### EXPERIENTIAL LEARNING

Experiential Learning allows students to apply their knowledge and skills within the occupational fields of fashion buying, merchandising and marketing. Students are placed in the world of work to complete internships through institutional partnership arrangements in fashion retail and manufacturing companies.

### MERCHANDISING MATHEMATICS AND PLANNING

Merchandising Mathematics Practice develops the students' ability to engage with mathematical calculations within the buying context. Students will be guided to utilise specific calculations and planning principles to formulate strategic business decisions within a buying context.

### STRATEGIC BUSINESS MANAGEMENT

Strategic Business Management is a third-year module that teaches students to evaluate a business's strengths and weaknesses concerning the specific industry conditions and to craft a strategy that is well matched to its external situation. Focus is also placed on students learning to relate business ethics and ethical behaviour to standards and norms that should develop within fashion organisations.

### BUSINESS MODEL INNOVATION

Business Model Innovation is a third-year module where students evaluate the principles of business modelling in the context of omnichannel fashion retail. Particular focus is placed on conceptualising and designing e-commerce-based business models for niche fashion product selling and analysing the impact of e-commerce on business models and strategy.

### BUSINESS STUDIES & MANAGEMENT

Business Studies & Management develops students' strategic understanding and critical analysis of fashion business and management. Students are exposed to business practice theories and explore how to implement them within the work context strategically. Students utilise these principles to develop their basic understanding of the dominant structures and operational systems that characterise commercial enterprises.

### STYLING

Styling explores creative design elements, personal branding and visual communication that align with the skill set of a professional stylist. Students will be able to style in accordance with the needs of a client and will be able to propose "looks" that align with the current fashion trends within the local and global contexts.

## STUDENT SUPPORT FOR CONTACT LEARNING STUDENTS

### CAMPUS FACILITIES

Students have access to the campus facilities during the week (as well as some Saturdays\*) – including the library for internet access, research books, photocopying and printing

### SUPPLIES

Stationery supplies shop and canteen are available on-site (both Pretoria and Johannesburg campuses)

### GUIDANCE

Students may engage with their lecturers for assistance with module work, can receive institutional guidance from the Registrar, and also advice on student matters from SRC members

### TUTORIALS

Online video tutorials are also available in specific subjects for revision and practice purposes

# STADIO

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