

STADIO

HIGHER EDUCATION

SCHOOL OF FASHION

HIGHER CERTIFICATE IN FASHION

NQF 5 | 123 CREDITS | SAQA ID: 117856 | MIN. 1 YEARS

CAMPUSES: HATFIELD & RANDBURG



CAREER OPPORTUNITIES

- | | |
|-------------------------------|------------------------------|
| • ASSISTANT STYLIST | • MAKE-UP ARTIST |
| • JUNIOR PATTERN MAKER | • SOCIAL MEDIA CURATOR |
| • FASHION WRITER / JOURNALIST | • JUNIOR VISUAL MERCHANDISER |

DESCRIPTION

The Higher Certificate in Fashion is a one-year full-time learning programme that will give you access to a broad array of career opportunities in the Fashion Design and Media industries. We offer one specialisation in fashion design and one in fashion media. The modules of each elective provide you with a solid and balanced foundation, specialising in the fashion industry and providing students with the fundamental knowledge to enable students to engage with the fashion industry at an entry-level successfully.

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 is designed to develop the practical skills (i.e. principles and their application) and basic theoretical competency (i.e. theories and methodologies, including principles) to operate as a craft-based fashion practitioner at entry-level fashion contexts in the world of fashion work. Graduates will be able to produce and communicate specific creative and technical information relevant to fashion design, pattern making and garment manufacturing. Students will be supported through teaching and assessments to use basic tools and techniques for job completion and acquire practical skill sets that align with the fashion design field. The overall programme will also develop students' understanding of basic business processes (like marketing) related to the fashion industry.



STADIO SCHOOL OF FASHION IS THE ONLY INTERNATIONALLY ACCREDITED FASHION SCHOOL IN SOUTH AFRICA!

ADMISSION REQUIREMENTS

The admission criteria for the Higher Certificate in Fashion is:

- Minimum admission requirement is a National Senior Certificate (NSC) with a minimum of 40% for English as a first or additional language
- National Senior Certificate (NSC), with a minimum of 40% in three modules including a Home Language, and a minimum of 30% in three other modules. Life Orientation is not excluded from the admission requirements
- Pre-2008, a Senior Certificate (SC) with a minimum of 40% for English as a first or second language.
- National Certificate (Vocational) with a minimum of 40% for English as a first or second language and no additional specified subjects prescribed at the further education exit level
- An admissions test is required for the Design specialisation for diagnostic purposes.

ARTICULATION POSSIBILITIES

Successful completion of the Higher Certificate in Fashion will provide you access to a Diploma, Advanced Diploma or Bachelor's Degree programme in a cognate field.

SPECIFIC REQUIREMENTS

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
- Have access to a device
- Email/cellphone for notification and communication

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
- Sewing Machine (Basic Model – that can stitch straight & make buttonholes)
- Various consumables (pens, paper, other stationery) to be purchased and replenished throughout the year as needed

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

	MODULES
Compulsory (All)	Creative Design HCRD151 (19)
	Pattern Design HPTD151 (17)
	Garment Construction HGRC151 (17)
	Computer Literacy and Design HCLD152 (7)
	Marketing and Brand Management HMRT151 (18)
	Trend Analysis HTAN151 (14)
	Historical Fashion Studies HHFS152 (7)
	Visual Merchandising HVMR151 (14)
	Textiles and Fashion HTAF152 (10)
CREDITS P/YEAR	123

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

MODULE DESCRIPTIONS

CREATIVE DESIGN

The module introduces students to the theoretical principles of design, display elementary drawing (including technical drawing) and observation skills. Students will be able to use proportion for the design process and apply fundamental design processes and elements of design to the fashion context. Students will be able to find inspiration from external sources to create visual storyboards and use presentation techniques.

PATTERN DESIGN

The primary focus of this module is on developing students' ability to apply elementary measuring and drafting methods. The module will assist students in understanding and applying proportion, constructing mock-ups, and creating basic patterns in line with entry-level pattern making positions in the fashion industry.

GARMENT CONSTRUCTION

In this module, students will develop the ability to use basic garment construction equipment effectively and efficiently. The module will support the unpacking of the order of construction that will allow students to sew garments at a foundational level. Students will be able to translate basic patterns (2D) into a 3D garment.

MARKETING AND BRAND MANAGEMENT

Students will be introduced to the concept of marketing within the fashion industry. The module will outline the marketing process and principles, the role of a marketing practitioner in a fashion business, the factors that influence the macro-and micro-environment and the role of branding. This knowledge will support the students' ability to identify a competitive advantage for their own designer brand, to be able to conduct a basic SWOT analysis and to develop a basic marketing plan.

TREND ANALYSIS

Students will be guided through the process of identifying fashion trends in the manufacturing, creative and commercial fields. The module will develop the students' ability to recognise the influence of trends within the industry (Which consumers and markets would adopt a trend). Students will be able to understand and apply trend-related information and will be able to develop the skill to identify trends influence on a brand or retailer.

HISTORICAL FASHION STUDIES

Students will be introduced to specific fashion items prevalent during specific eras. Students will review these scaffolded influences that had an impact on the evolution of fashion throughout history. Students should be able to link these historical influences to their own designs and should be able to understand that fashion aligns with economic, political, and social conditions.

COMPUTER LITERACY AND DESIGN

Students are not introduced to Illustrator within the HC level and although the Microsoft Office will assist them within the fashion industry it is not Computer Aided Design - which refers to the use of computers in the creation of designs

VISUAL MERCHANDISING

The students will be introduced to various types of displays, display components, shop fixtures and fittings to develop their ability to create a visually appealing window display for a specific fashion brand. Students will be able to use visual communication to promote sales through aesthetic design choices. The module will develop the skills required to support students' entry into the world of work as junior visual merchandisers.

TEXTILES AND FASHION

Students will explore the relationship between the textile industry and the fashion industry with a clear focus on sustainability. Upon completing the module, students will be able to identify various textiles and explain their use, recognise the different compositions of textiles, describe the different types of textiles, and use jargon associated with textiles to discuss how textile technology impacts fashion.

STADIO

HIGHER EDUCATION

SCHOOL OF FASHION

HIGHER CERTIFICATE IN FASHION MEDIA SPECIALISATION

NQF 5 | 123 CREDITS | SAQA ID: 117856 | MIN. 1 YEARS

CAMPUSES: HATFIELD & RANDBURG

CAREER OPPORTUNITIES

- | | |
|-----------------------------|------------------------------|
| • SOCIAL MEDIA PHOTOGRAPHER | • JUNIOR VISUAL MERCHANDISER |
| • ASSISTANT STYLIST | • FASHION MARKETER |
| • MAKE-UP ARTIST | • BLOGGER / CONTENT CREATOR |

DESCRIPTION

If you work well with others, are communicative and enjoy working behind the scenes of the entertainment and creative industry, the Media specialisation is for you.

This programme will introduce you to the fundamentals of fashion blogging, trend analysis, digital photography, styling and make-up. The core modules are Fashion Media, Marketing and Brand Management and Fashion Writing, and these modules will guide you through the world of digital content creation, styling for events and directing make-up applications for fashion shoots.

OUTCOMES

The programme is designed to develop the practical skills (i.e. principles and their application) and theoretical competency (i.e. theories and methodologies, including principles) to operate as media-based fashion practitioners at entry-level fashion contexts in the world of fashion work. Graduates will possess specific and current knowledge and skillsets relevant to vocational and professional environments in which graduates will participate (at the entry-level). Students will acquire the practical skill sets – through the use of basic tools and techniques for job completion – that align to media and related fields. The learning within this specialisation will support students' understanding of the media processes (like marketing) that relate to the fashion industry. Students will use professional writing techniques to create fashion media content for effective communication within the fashion context.

ADMISSION REQUIREMENTS

The admission criteria for the Higher Certificate in Fashion is:

- a **National Senior Certificate (NSC)**, with a minimum of **40%** in three modules including a Home Language, and a minimum of **30%** in three other modules
- **Pre-2008, a Senior Certificate (SC)** with a minimum of **40%** for English as a first or second language.
- **National Certificate (Vocational)** with a minimum of **40%** for English as a first or second language and no additional specified subjects prescribed at the further education exit level

ARTICULATION POSSIBILITIES

Successful completion of the Higher Certificate in Fashion will provide you access to a Diploma, Advanced Diploma or Bachelor's Degree programme in a cognate field.

SPECIFIC REQUIREMENTS

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**
- **Microsoft PowerPoint**
- **PDF Viewer**
- **Ability to scan and upload documents**
- **Have access to a device**
- **Email/cellphone for notification and communication**

ACCESS TO TECHNOLOGY:

STADIO provides students with materials, resources, assessments (including online tests and quizzes), as well as 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**
- **Smartphone**

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

	MODULES
Compulsory (All)	Styling HSTL152 (8)
	Digital Photography HDPH152 (8)
	Marketing and Brand Management HMRT151 (18)
	Computer Literacy and Design HCLD152 (7)
	Fashion Media HFMD151 (18)
	Introduction to Make-Up Direction & Application HMKP152 (8)
	Visual Merchandising HVMR151 (14)
	Fashion Writing and Analysis HFWA151 (18)
	Trend Analysis HTAN151 (14)
	Textiles and Fashion HTAF152 (10)
CREDITS P/YEAR	122

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

MODULE DESCRIPTIONS

STYLING

The module will foster an understanding of what styling is and the role of the stylist. Students will use styling basics to engage in the art of dressing, where they will explore the various face and body shapes and discuss clothing and accessories that suit each of these in relation to the client brief. Students will learn about using clothing as a visual narrative to further their understanding of Styling principles.

DIGITAL PHOTOGRAPHY

In this module, students will acquire basic knowledge of digital photography in a social media context and will be trained in methods and techniques of taking fashion photos using a smartphone. Students will be introduced to ambient light in photography, focal areas and composition to enhance the layout. Students will be taught how to edit a photo using a smartphone. Elements and principles of design will be discussed in support of the practical application of basic photography.

MARKETING AND BRAND MANAGEMENT

Students will be introduced to the concept of marketing within the fashion industry. The module will outline the marketing process and principles, the role of a marketing practitioner in a fashion business, the factors that influence the macro-and micro-environment and the role of branding. This knowledge will support the students' ability to identify a competitive advantage for their own designer brand, to be able to conduct a basic SWOT analysis and to develop a basic marketing plan.

FASHION MEDIA

This module will focus on representation in fashion media by studying the perception of advertising campaigns on gender, ethnicity and crime. Students will also be able to identify and discuss the different types of fashion films and explain their relevance to the fashion industry. The module will also introduce students to fashion blogging.

TREND ANALYSIS

Students will be guided through the process of identifying fashion trends in the manufacturing, creative and commercial fields. The module will develop the students' ability to recognise the influence of trends within the industry (Which consumers and markets would adopt a trend). Students will be able to understand and apply trend-related information and will be able to develop the skill to identify trends influence on a brand or retailer.

COMPUTER LITERACY AND DESIGN

Students are not introduced to Illustrator within the HC level and although the Microsoft Office will assist them within the fashion industry it is not Computer Aided Design- which refers to the use of computers in the creation of designs.

TEXTILES AND FASHION

Students will explore the relationship between the textile industry and the fashion industry with a clear focus on sustainability. Upon completing the module, students will be able to identify various textiles and explain their use, recognise the different compositions of textiles, describe the different types of textiles, and use jargon associated with textiles to discuss how textile technology impacts fashion.

INTRODUCTION TO MAKE-UP DIRECTION & APPLICATION

Students will learn key terms, concepts, rules and principles of make-up artistry. The primary focus will be on the students' knowledge of the standard eye and face shapes, product use, colour theory and mixing. Students will have basic knowledge of correct and enhanced features relevant to achieving age-appropriate make-up looks. The module also supports understanding of the aesthetic value of Generic and Beauty looks for the commercial market.

VISUAL MERCHANDISING

The students will be introduced to various types of displays, display components, shop fixtures and fittings to develop their ability to create a visually appealing window display for a specific fashion brand. Students will be able to use visual communication to promote sales through aesthetic design choices. The module will develop the skills required to support students entering the world of work as junior visual merchandisers.

FASHION WRITING AND ANALYSIS

The module facilitates the development of English literacy skills at the level of reading, writing and comprehension for academic progress and development. Students will be able to apply the reading, writing and analytical skills developed in the module across other modules as well as in the world of work related to that of a media practitioner.

STADIO

HIGHER EDUCATION

SCHOOL OF FASHION

HIGHER CERTIFICATE IN FASHION

NQF 5 | 123 CREDITS | SAQA ID: 117856 | MIN. 1 YEARS

CAMPUSES: HATFIELD & RANDBURG



FEES & PAYMENT
OPTIONS



PRESCRIBED
TEXTBOOKS



VISIT OUR WEBSITE
www.stadio.ac.za



I'M READY!
APPLY ONLINE NOW



EMAIL US
hello@stadio.ac.za



CALL US
+27 [87 158 5000](tel:871585000)

DON'T BE SHY BE SOCIAL:



STADIO

STADIO is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997. Registration Number 2008/HE07/004.

DISCLAIMER: The content of this brochure is accurate at the time of publication. STADIO reserves the right to change the programme content due to changes in legislation, as well as for market requirements and other reasons. Notice of such changes will be published on our website.

7/10/22
Page 10 of 10