

CAMPUS

CENTURION
(PRETORIA)

DESCRIPTION

STADIO's School of Fashion, offers a comprehensive 3-year Bachelor of Arts in Fashion degree that has long been preparing students for success across the entire fashion industry, spanning from haute couture to ready-to-wear and mass market. Our programme is known for its innovation and rigour, equipping graduates with the creative, strategic, and practical skills necessary for successful careers in fashion design, media, and buying.

With our strong industry connections, we provide students with first-hand exposure to the ever-evolving fashion landscape. Through our studios and lecture rooms, we integrate real-world, project-based learning approaches, allowing you to explore specialised techniques and innovative methodologies in fashion-related work.

At the School of Fashion, you will acquire practical skills, establish valuable industry connections, and gain real-world experience in a supportive, creative, and professional environment. Collaborating with fellow passionate students from diverse sectors of the fashion industry, our curriculum emphasises leadership, teamwork, creativity, and effective communication.

You can choose from three elective streams: Fashion Design, Fashion Media, or Fashion Buying. Each elective within the Bachelor of Arts degree addresses a range of roles in the professional fashion field, including design, trend forecasting and analysis, styling, visual merchandising, textile development, marketing, and public relations, as well as buying, sourcing, or production. Whether you aspire to create groundbreaking garments, create media content or develop business solutions for top retailers, our programmes cater to a variety of fashion career paths.

ADMISSION REQUIREMENTS

- 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
- The STADIO, Higher Certificate in Fashion Retail (NQF 5); or Higher Certificate in Fashion (NQF 5); Higher Certificate in Digital Marketing Practice (NQF 5);
- The STADIO, 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 REQUIREMENT

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
- Art or Design as a school subject is not required, but is deemed an advantage

Scan to learn more:



OTHER ACCESS PATHWAYS

Scan to learn more:



MATURE AGE EXEMPTION



SPECIFIC REQUIREMENTS

EQUIPMENT REQUIREMENTS

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

DESIGN ELECTIVE EQUIPMENT REQUIREMENTS

- Creative Design kit
- Garment Construction kit
- Pattern Design kit
- Technical Drawing kit
- Brother Sewing Machine included

MINIMUM SYSTEM REQUIREMENTS

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

MEDIA ELECTIVE EQUIPMENT REQUIREMENTS

- Make-up kit
- Digital camera

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.

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.

CAREER OPPORTUNITIES

BUYING ELECTIVE	DESIGN ELECTIVE	MEDIA ELECTIVE
BUYER FOR A RETAIL COMPANY	BUSINESS OWNER RUNNING YOUR OWN BRAND	CONTENT CREATOR
TREND ANALYST	FASHION DESIGNER	BRIDAL AND CATWALK MAKE-UP ARTIST
ONLINE RETAILER	TREND ANALYST	FASHION PHOTOGRAPHER
VISUAL MERCHANDISER	GARMENT TECHNOLOGIST	SOCIAL MEDIA CONTENT WRITER
EDUCATOR / LECTURER	PATTERNMAKER	PUBLIC RELATION COORDINATOR
MERCHANDISER FOR A RETAIL COMPANY	CAD DESIGNER / TECHPACK DESIGNER	VISUAL MERCHANDISER
BRAND STRATEGIST	WARDROBE DESIGNER (FILM/TELEVISION)	WARDROBE STYLIST AND COORDINATOR
DIGITAL FASHION MARKETER	EDUCATOR / LECTURER	DIGITAL BRAND STRATEGIST
	ILLUSTRATOR	FASHION JOURNALIST
	PRODUCTION MANAGER	VIDEOGRAPHER



STADIO SCHOOL OF FASHION IS AN INTERNATIONALLY ACCREDITED FASHION SCHOOL IN SOUTH AFRICA!

CURRICULUM OUTLINE

ELECTIVES

BUYING	DESIGN	MEDIA	
ELECTIVES	1st YEAR	2nd YEAR	3rd YEAR
<p>BUYING</p> <p>The Fashion Buying Elective delves into the realm of fashion industry-related buying and promotional strategies, with a specific focus on the intersection of creativity, finance, and technology. This elective fosters critical thinking, creative problem-solving, and collaborative teamwork to cultivate skills in comprehending consumer behaviour, analysing brands, navigating retail and manufacturing processes, and executing effective marketing strategies. By honing these skills, graduates are equipped to thrive in diverse business roles within the dynamic fashion industry.</p>	<p>Business Mathematics BBM152 (10 credits)</p> <p>Buying and Merchandising 1 BAM01 (18 credits)</p> <p>End-User Computing EUC152 (10 credits)</p> <p>Fashion Brand Communication BFBC151 (12 credits)</p> <p>Fashion Practice 1 FPR01 (16 credits)</p> <p>Fashion Theory 1 BFTH152 (7 credits)</p> <p>Styling STL152 (8 credits)</p> <p>Textiles and Fashion BTAF152 (14 credits)</p> <p>Trend Analysis 1 BTAN151 (14 credits)</p> <p>Visual Merchandising 1 BVMR151 (15 credits)</p>	<p>Buying and Merchandising 2 BAM02 (20 credits)</p> <p>Computer Literacy and Design 2 BCLD261 (16 credits)</p> <p>Fashion Practice 2 FPR02 (16 credits)</p> <p>Fashion Theory 2 FTH02 (14 credits)</p> <p>Merchandising Costing and Planning 2 BMCP261 (16 credits)</p> <p>Supply Chain Management 2 SCM02 (8 credits)</p> <p>Trend Analysis 2 BTAN261 (10 credits)</p> <p>Visual Communication in Retail VCR262 (10 credits)</p> <p>Window Display Design BWDD262 (10 credits)</p>	<p>Buying and Merchandising 3 BAM03 (22 credits)</p> <p>Computer Literacy and Design 3 BCLD371 (18 credits)</p> <p>Digital Fashion Marketing BDFM371 (15 credits)</p> <p>Experiential Learning 3 BEXL372 (10 credits)</p> <p>Fashion Theory 3 FTH372 (10 credits)</p> <p>Merchandising Costing and Planning 3 BMCP371 (15 credits)</p> <p>Trend Analysis 3 BTAN371 (10 credits)</p> <p>Visual Merchandising 3 BVMR371 (20 credits)</p>
<p>DESIGN</p> <p>The Fashion Design elective immerses you in the art of creating clothing, encompassing essential research skills that drive inspiration and a deep understanding of manufacturing processes and techniques. This elective is highly practical, allowing you to engage in design thinking and explore innovative problem-solving approaches. Through hands-on experiences, you will develop your skills by physically exploring form, silhouette, materials, and the entire garment production process.</p>	<p>Creative Design 1 BCRD151 (19 credits)</p> <p>End-User Computing EUC152 (10 credits)</p> <p>Fashion Brand Communication BFBC151 (12 credits)</p> <p>Fashion Theory 1 BFTH152 (7 credits)</p> <p>Garment Construction 1 BGRC151 (17 credits)</p> <p>Pattern Design 1 BPTD151 (17 credits)</p> <p>Technical Drawing TDR152 (10 credits)</p> <p>Textiles and Fashion BTAF152 (14 credits)</p> <p>Trend Analysis 1 BTAN151 (14 credits)</p>	<p>Computer Literacy and Design 2 BCLD261 (16 credits)</p> <p>Creative Design 2 BCRD261 (20 credits)</p> <p>Fashion Technology BFTC262 (10 credits)</p> <p>Fashion Theory 2 FTH02 (14 credits)</p> <p>Garment Construction 2 BGRC261 (25 credits)</p> <p>Pattern Design 2 BPTD261 (25 credits)</p> <p>Trend Analysis 2 BTAN261 (10 credits)</p>	<p>Computer Literacy and Design 3 BCLD371 (18 credits)</p> <p>Creative Design 3 BCRD371 (25 credits)</p> <p>Experiential Learning 3 BEXL372 (10 credits)</p> <p>Fashion Theory 3 FTH372 (10 credits)</p> <p>Garment Construction 3 BGRC371 (28 credits)</p> <p>Pattern Design 3 BPTD371 (35 credits)</p>
<p>MEDIA</p> <p>The purpose of the Fashion Media Elective is to provide students with a comprehensive understanding of the dynamic and influential world of fashion media. This elective aims to equip students with the knowledge and skills necessary to navigate, analyse, and contribute to various facets of fashion media. Students will explore the historical evolution of fashion media, its impact on culture and society, and the role it plays in shaping fashion trends. Students will gain insights into the operations of fashion photography, make-up, visual merchandising, styling, videography, marketing and fashion broadcasting. Additionally, students will learn to create websites, blogs, and social media channels, creating compelling fashion content, conduct interviews, and manage media campaigns.</p>	<p>Beauty Make-Up Application BBMA152 (9 credits)</p> <p>Corrective Make-Up Application BCMA152 (9 credits)</p> <p>End-User Computing EUC152 (10 credits)</p> <p>Fashion Brand Communication BFBC151 (12 credits)</p> <p>Fashion Media 1 BFMD151 (18 credits)</p> <p>Fashion Theory 1 BFTH152 (7 credits)</p> <p>Styling STL152 (8 credits)</p> <p>Trend Analysis 1 BTAN151 (14 credits)</p> <p>Videography for Social Media BVSM151 (20 credits)</p> <p>Visual Merchandising 1 BVMR151 (15 credits)</p>	<p>Computer Literacy and Design 2 BCLD261 (16 credits)</p> <p>Fashion Broadcasting BFBR262 (12 credits)</p> <p>Fashion Public Relations BFPR262 (12 credits)</p> <p>Fashion Theory 2 FTH02 (14 credits)</p> <p>Fundamentals of Digital Fashion Photography BDPH262 (9 credits)</p> <p>Introduction To Fashion Photography BFPH262 (9 credits)</p> <p>Make-Up BMKP261 (18 credits)</p> <p>Trend Analysis 2 BTAN261 (10 credits)</p> <p>Visual Communication in Retail VCR262 (10 credits)</p> <p>Window Display Design BWDD262 (10 credits)</p>	<p>Computer Literacy and Design 3 BCLD371 (18 credits)</p> <p>Digital Fashion Marketing BDFM371 (15 credits)</p> <p>Experiential Learning 3 BEXL372 (10 credits)</p> <p>Fashion Media 3 BFMD371 (22 credits)</p> <p>Fashion Photography BFPH371 (20 credits)</p> <p>Fashion Theory 3 FTH372 (10 credits)</p> <p>Trend Analysis 3 BTAN371 (10 credits)</p> <p>Visual Merchandising 3 BVMR371 (20 credits)</p>

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