

STADIO



FACULTY OF ARTS & DESIGN

SCHOOL OF FASHION



HIGHER CERTIFICATE IN
FASHION:
CONTACT LEARNING
SPECIALISATIONS:

FORMERLY

LISOF



HIGHER CERTIFICATE IN FASHION

REGISTRATION & ACCREDITATION STATUS

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.*

The School of Fashion, Formerly LISOF is internationally accredited by the British Accreditation Council (BAC)

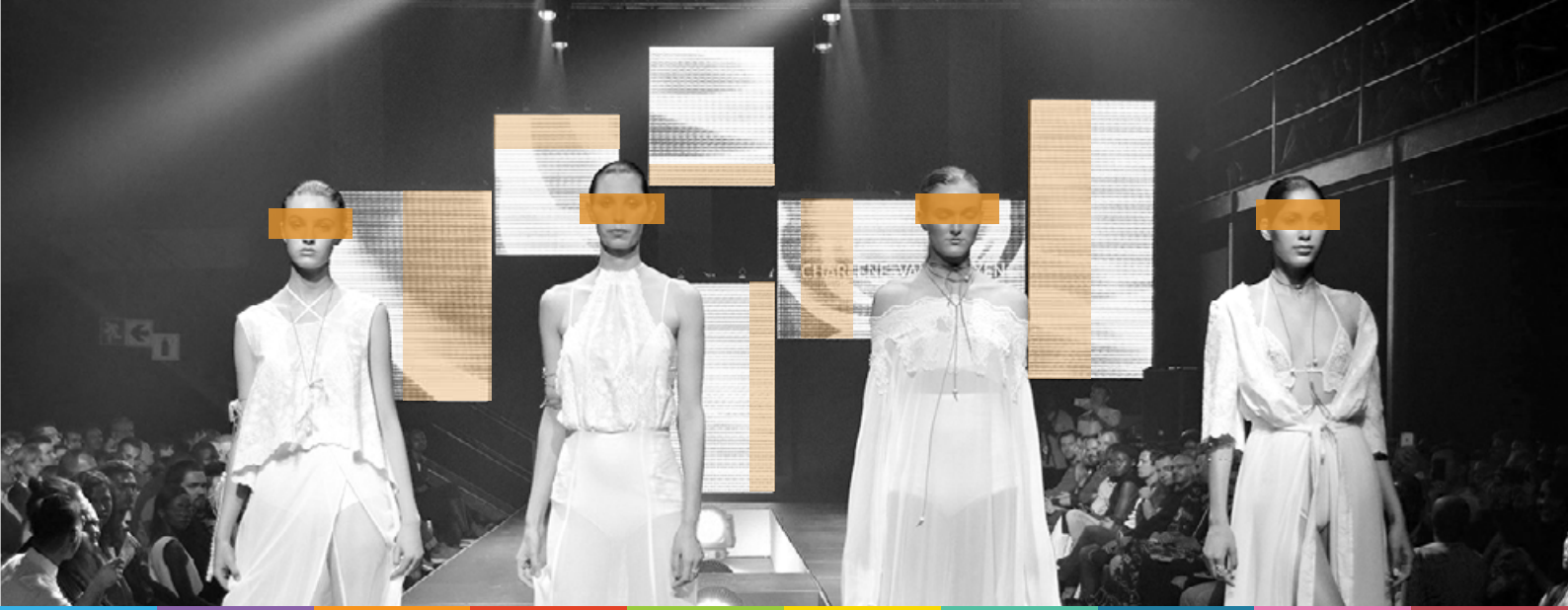
SAQA ID: 117856 | NQF level: 5 | Credits: 120 | Minimum duration of studies: 1 year
Mode of delivery: Contact Learning | Language of instruction: English | Campus: Hatfield, Pretoria and Randburg, Johannesburg

MODE OF DELIVERY

Contact-learning students will have the opportunity to meet and engage with guest lecturers who are experts from industries related to their field of study during their on-campus lectures. When choosing contact learning as your preferred mode of learning, you will be expected to attend classes on campus, as well as online. You will have the opportunity to contribute to the learning process and at the same time you will learn from the contributions of your fellow students. Contact-learning students will complete many tasks in groups, where they will experience a safe environment to hone their leadership, collaboration, and interpersonal skills. STADIO's campuses are vibrant communities of learning, where students can engage and socialise with students from different backgrounds. All our campuses are Wi-Fi enabled, and facilities for studying and group work are available. Student recreation areas are also provided, and an on-campus canteen providing food and beverages is easily accessible.

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, specialised in the fashion industry and provide students with the fundamental knowledge to enable students with the abilities to successfully engage with the fashion industry at an entry-level.



HIGHER CERTIFICATE IN FASHION SPECIALISATION: DESIGN

DESCRIPTION

If you enjoy working with your hands in a creative environment, if you are self-reliant, creative and are eager to make an impact in fashion design, then the Design specialisation is for you.

This programme offers you an introduction to the fundamentals of fashion design, pattern design, sewing as well as computer design, marketing and brand management, trend analysis and visual merchandising. This is a practical programme with a theoretical foundation.

The core modules are Creative Design, Pattern Design and Garment Construction and these modules will guide you through the process of fashion illustration, pattern making and sewing. Here you are taught basic sewing skills and fundamental concepts of design and pattern making that assists you to turn a concept into an actual garment.

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 the fields of 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 to acquire the practical skill sets that align with the fashion design field. The overall programme will also develop students' understanding of basic business processes (like marketing) that relates to the fashion industry.



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 DESCRIPTION

CREATIVE DESIGN	PATTERN DESIGN	GARMENT CONSTRUCTION
<p>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 process of design 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.</p>	<p>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.</p>	<p>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 be able to sew garments at a foundational level. Students will be able to translate basic patterns (2D) into a 3D garment.</p>

MODULE DESCRIPTION CONTINUED

MARKETING AND BRAND MANAGEMENT	TREND ANALYSIS	HISTORICAL FASHION STUDIES
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	Students will be guided through the process of analysing fashion trends in the manufacturing, creative and commercial fields. The module will develop the students' ability to make design decisions based on future trends within the context of a fashion retailer (what customers will buy). Students will be able to understand trend-related information, and will be able to respond to these trends through creative decision-making.	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 to economic, political, and social conditions.
COMPUTER LITERACY AND DESIGN	VISUAL MERCHANDISING	TEXTILES AND FASHION
The module will introduce students to CAD and its application in the fashion industry. Students will be able to identify and discuss the various types of computers and the components of a computer, and understand the role of peripherals: USBs, hard drives, printers and a file server. Students will be equipped to navigate the Mac Operating System, apply the functions associated with Microsoft® Word, Excel and PowerPoint; and will be able to use the internet for visual research and professional communication.	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.	Students will explore the relationship between the textile industry and the fashion industry with a clear focus on sustainability. Upon completion of the module, students will be able to identify various textiles and explain its 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.

ADMISSION REQUIREMENTS

The admission criteria for the Higher Certificate in Fashion are:

- Minimum admission requirement is a National Senior Certificate (NSC) with a minimum of 40% for English as a first or additional language
- 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.

SPECIFIC REQUIREMENTS

ACCESS TO TECHNOLOGY:

STADIO provides students with materials, resources, assessments (including online tests and quizzes), as well as discussion opportunities and a number of 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.

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**

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 button holes)**
- **Various consumables (pens, paper, other stationery) to be purchased and replenished throughout the year as needed**

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.

CAREER OPPORTUNITIES

• ASSISTANT STYLIST

• JUNIOR DESIGNER

• SEAMSTRESS

• JUNIOR PATTERN MAKER

• JUNIOR VISUAL MERCHANDISER

• JUNIOR GARMENT CONSTRUCTIONIST

FEES FOR THIS QUALIFICATION ARE AVAILABLE HERE:



Website



On Campus



Student Recruitment Advisor



HIGHER CERTIFICATE IN FASHION SPECIALISATION: MEDIA

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 makeup. 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 makeup application 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 academic and professional writing techniques to create fashion media content for effective communication within the fashion context.

“ The world of fashion requires commitment, dedication, hard work, a splash of madness and loads of edge. If you have the passion, the School of Fashion, formerly LISOF is your launching pad. If you dream of a future in fashion-the School of Fashion, formerly LISOF, will take you there! The second year's fashion show is always the highlight of my year. An exciting display of talent, skills and confidence it gives me hope for the future of fashion!

Annemarie Meintjies-Deputy Editor Visi

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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

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MODULE DESCRIPTION

STYLING	DIGITAL PHOTOGRAPHY	MARKETING AND BRAND MANAGEMENT
<p>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.</p>	<p>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.</p>	<p>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.</p>

MODULE DESCRIPTION CONTINUED

FASHION MEDIA	TREND ANALYSIS	COMPUTER LITERACY AND DESIGN
This module will focus on representation in fashion media through 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 its relevance to the fashion industry. The module will also introduce students to fashion blogging.	Students will be guided through the process of analysing fashion trends in the manufacturing, creative and commercial fields. The module will develop the students' ability to make design decisions based on future trends within the context of a fashion retailer (what customers will buy). Students will be able to understand trend-related information, and will be able to respond to these trends through creative decision-making.	The module will introduce students to CAD and its application in the fashion industry. Students will be able to identify and discuss the various types of computers and the components of a computer, and understand the role of peripherals: USBs, hard drives, printers and a file server. Students will be equipped to navigate the Mac Operating System, apply the functions associated with Microsoft® Word, Excel and PowerPoint; and will be able to use the internet for visual research and professional communication.
TEXTILES AND FASHION	INTRODUCTION TO MAKE-UP DIRECTION & APPLICATION	VISUAL MERCHANDISING
Students will explore the relationship between the textile industry and the fashion industry with a clear focus on sustainability. Upon completion of the module, students will be able to identify various textiles and explain its 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.	Students will learn key terms, concepts, rules and principles of makeup 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 enhance features relevant to achieve age-appropriate makeup looks. The module also supports understanding of the aesthetic value of Generic and Beauty looks for the commercial market.	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.
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.		

“ The School of Fashion, formerly LISOF provided me with the necessary knowledge and skills to enter the fashion industry with confidence, knowing that I had the best education and preparation to make a valuable contribution in my field.

Werner Wessels-Stylist, Coach, TV Presenter

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EQUIPMENT REQUIREMENTS:

- Smart Device for Online Learning
- USB
- Smartphone

MINIMUM SYSTEM REQUIREMENTS:

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- Firefox/Internet Explorer/Chrome web browser
- Microsoft Word
- PDF Viewer
- Ability to scan and upload documents
- Email/cellphone for notification and communication

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.

CAREER OPPORTUNITIES

• SOCIAL MEDIA CURATOR

• JUNIOR VISUAL MERCHANDISER

• ASSISTANT STYLIST

• FASHION WRITER / JOURNALIST

• MAKE-UP DIRECTOR

• BLOGGER / CONTENT CREATOR

FEES FOR THIS QUALIFICATION ARE AVAILABLE HERE:



Website



On Campus



Student Recruitment Advisor

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I came to the School of Fashion, formerly LISOF to do a short course but was shortly convinced to stay for the year-long higher certificate, and at 25, I am glad I did. I loved it so much. I am starting the 3-year long BA next year! You're never too old to reinvent yourself. I've finally found what I love doing and thanks to the School of Fashion, formerly LISOF! I've found my wings with Fashion, and I intend on flying high!

Alana Roxin – Higher Certificate in Fashion

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WHY CHOOSE THE SCHOOL OF FASHION?

The School of fashion, formerly LISOF, is the only South African Fashion school internationally accredited with the British Accreditation Council (BAC). Our alumni populate the world in the exciting world of fashion design, fashion media and within the dynamic fashion buying and business industries. Widely known as the most progressive fashion and design school in Africa, we are committed to the future of fashion and trends and pride ourselves on being relevant and forward-thinking. Programmes are practical with theoretical modules too, which allow students to have an immersive learning experience by giving them early access to the world of work while gaining world-class academic teachings. Our alumni are recognised as being innovators, creative problem solvers and are sought after by fashion retailers, media houses, creative agencies and the manufacturing sector.

STUDENT SUPPORT FOR CONTACT LEARNERS

- Smarter Measure – a diagnostic tool to assess readiness for higher education
- Remediation resources for areas of development
- Access to 24-hour telephonic counselling service
- Progression counselling
- Remediation/academic interventions
- Lecturer engagement and support

HOW TO APPLY

SECURE YOUR SPACE WITH STADIO WITH JUST 3 EASY STEPS:

- 1 Visit www.stadio.ac.za and click on APPLY NOW
- 2 Complete the online application form
If you are under 18 - ask an adult for assistance
- 3 Receive your provisional offer to study within 24 hours
Terms and conditions apply

CONTACT US: EMAIL: hello@stadio.ac.za CALL: +27 (0) 87 158 5000

DON'T BE SHY BE SOCIAL:

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.

STADIO

