# STADIO

## HIGHER EDUCATION

## SCHOOL OF FASHION

HIGHER CERTIFICATE IN
# FASHION STYLING

### NQF 5 | 120 CREDITS | SAQA ID: 119845 | MIN. 1 YEARS | MODE: CONTACT LEARNING
### CAMPUSES: HATFIELD (PRETORIA) & RANDBURG (JOHANNESBURG)

## CAREER OPPORTUNITIES

- PERSONAL FASHION STYLIST
- WINDOW DISPLAY DRESSER
- FASHION CATALOGUE STYLIST
- MAKE-UP ARTIST
- INSTAGRAM FREELANCE PHOTOGRAPHEER
- PERSONAL SHOPPER

## DESCRIPTION

The Higher Certificate in Fashion Styling is a one-year full-time learning programme that designed to address the growing demand for skilled fashion stylists in the South African fashion industry. With over 26 years of experience and extensive engagement with the industry, the STADIO School of Fashion has identified the pressing need for qualified professionals who possess the expertise to excel in various styling arenas, including the ever-expanding online merchandising sector. This programme has been meticulously developed in collaboration with industry specialists, ensuring that it encompasses the critical skills and knowledge areas required to meet the specific needs of the sector. Graduates of this programme will emerge as fashion stylists, capable of seamlessly applying their skills in-store, online, and for entrepreneurial ventures. They will be able to create captivating window displays, styling digital and print catalogues, capturing product and flat-lay photographs, and executing client briefs with precision, including makeup application.

Our programme caters to a diverse range of learners, attracting individuals who possess a natural affinity for creativity and artistry. Whether you are a school leaver seeking to enter the fashion industry or an adult learner already working as a stylist, our programme provides the formal qualification you desire.

Upon completion of the Higher Certificate in Fashion Styling, a world of exciting career opportunities awaits. Graduates can thrive as personal fashion stylists in both in-store and online environments, as well as explore entrepreneurial avenues. They can excel as window display dressers, visual merchandisers, fashion catalogue stylists, entry-level makeup artists, fashion product photographers, or fashion design assistants. Additionally, opportunities exist as commercial stylists, Instagram freelance photographers, wardrobe stylists, TV stylists, personal shoppers, and more.

Embark on your journey to become a skilled fashion stylist with our comprehensive curriculum, which covers essential subjects such as Styling, Digital Photography, Make Up Design and Application, Visual Merchandising, Fashion Communication and Design, and Work-Integrated Learning (WIL). Join us today to fulfil your creative potential and contribute to the growth and sustainability of the South African fashion industry.

## 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 equip you with the skills to thrive in the dynamic fashion industry. Unlock your creativity and learn to create captivating styled images using industry-relevant elements and processes. Gain the expertise to support photographers and creative directors, enabling you to contribute to the production of professional and innovative imagery. Master the art of integrating composition, taste, and style in a way that reflects both current trends and future fashion landscapes.

With our programme, you will develop the ability to apply styling concepts across various domains, including fashion media, advertising, sales, and retail. Seamlessly blend your styling skills with the ever-evolving fashion industry, learning how to effectively apply styling processes that align with industry standards and expectations. Embrace the digital era and harness the power of technology as you employ digital tools and platforms to fulfil your styling requirements, ensuring you are equipped with the latest techniques and practices.

Prepare yourself for a career where creativity meets professionalism, and where your skills as a fashion stylist can flourish.

## ADMISSION REQUIREMENTS

The admission criteria for the Higher Certificate in Fashion Styling is:
- Minimum admission requirement is a National Senior Certificate (NSC) with a minimum of 30% for English as a first or additional language
- Pre-2008, a Senior Certificate (SC) with a minimum of English: 40% (Home Language) or 34% (First Additional Language)
- National Senior Certificate (Vocational) with a minimum of 30% 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 Styling will provide you access to a Diploma, Advanced Diploma or Bachelor's Degree programme in a cognate field.

## 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.

### 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.

## CURRICULUM OUTLINE

| | 1st YEAR |
|---|---|
| Compulsory (All) | Digital Photography HDPY152 (15 credits) |
| | Fashion Communication and Design HFCD152 (20 credits) |
| | Make-Up Design and Application HMDA152 (15 credits) |
| | Styling HSTY151 (30 credits) |
| | Visual Merchandising HVM152 (20 credits) |
| | Work Integrated Learning HWIL152 (20 credits) |
| CREDITS P/YEAR | 120 |

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

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.

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# MODULE DESCRIPTION

## DIGITAL PHOTOGRAPHY

This module will enable students to use smart phone technology to produce product photographs or flat-lay photographs used in digital and print media. Students will be able to take photographs both in-studio and in the natural environment in a manner that represents the outcomes desired by the client. Students will become familiar with and apply photographic principles and creative principles within this creative discipline. Smartphone images reflect branding in social media and advertising. The student will learn how to transform images through good composition, framing, creative use of natural and studio lighting and editing skills to develop their own unique visual communication technique that responds to client needs within the fashion media context

## FASHION COMMUNICATION AND DESIGN

The purpose of this module is to enable students to communicate via digital technology. Students become familiar with the different components of a computer and can identify the difference between a PC and a Mac operating system. Students are able to use the functions associated with the Microsoft Office Suite for the purpose of communication within the fashion industry. Students will be competent to use the Internet to conduct research and will be able to navigate worldwide trend websites. Students will then use research collected for the creation of aesthetically pleasing visual narratives as per the various styling contexts. Students will also use Computer Aided Design (CAD) as it relates to the fashion and media industries.

## MAKE-UP DESIGN AND APPLICATION

In this module, students will be provided with fundamental make up application and direction skills that will be used in styling for retail, print, editorial, special events, and runway projects. The students will have the ability to create make-up looks that are stylised and reference the context or event. Students will be able to combine clothing, accessories, props, and make-up to create a visual narrative that will represent the client's brief. Students will also practice good hygiene and professional conduct and will develop excellent collaboration and communication abilities.

## STYLING

The purpose of this module is to enable the students to explore the role of the stylist in the fashion industry and to position this role within the creative fields of fashion retail and media. Students will engage with the art of dressing where they will explore various face and body shapes and create 'looks' using clothing, accessories, and make-up in relation to the client brief. Students will learn to use clothing, accessories, and make-up as a visual narrative and will communicate ideas and concepts using stylistically developed mood boards and story boards. Students will apply the skills of styling online/ digitally (including for television) and in the physical retail environment and will have the ability to manage the role of the stylist within the wardrobe department. These students will be proficient at styling according to a client brief as well as directing the styling process to achieve the outcomes of the brief. Students will work collaboratively with the styling team to create products that visually communicate the requirements of the client.

## VISUAL MERCHANDISING

Students will be able to use their styling and artistic abilities to create trend driven, visually appealing merchandise displays for physical storefronts and for online retail. The students will have the ability to demonstrate marketing and visual selling techniques through the creation of visual displays that relate to and appeal to a specific consumer market. This student will have the ability to collaborate effectively with a creative team to construct displays that successfully communicate the client brand and promotional requirements.

## WORK INTEGRATED LEARNING

Students will be placed in organisations in the fashion industry where they will be able to apply the knowledge and skills gained throughout the duration of this programme. Students will be hosted by fashion retailers or fashion media companies (either in-store or online) where they will have the opportunity to work as part of a styling team and learn how to engage as a fashion stylist in the world of work. Students will be allocated a workplace supervisor who will monitor the work placement and ensure that the students are afforded the opportunity to work on real-life tasks from brief to implementation.

**BAC**
BRITISH ACCREDITATION COUNCIL

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

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**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

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