

STADIO

HIGHER EDUCATION

SCHOOL OF FASHION

HIGHER CERTIFICATE IN FASHION (DESIGN ELECTIVE)

NQF 5 | 126 CREDITS | SAQA ID: 117856 | MIN. 1 YEARS | MODE: CONTACT LEARNING
CAMPUS: CENTURION (PRETORIA)

CAREER OPPORTUNITIES

- | | |
|----------------------------------|----------------------------|
| • FASHION STYLIST | • JUNIOR CREATIVE DESIGNER |
| • JUNIOR PATTERN MAKER | • SOCIAL MEDIA CURATOR |
| • JUNIOR GARMENT CONSTRUCTIONIST | • JUNIOR FASHION MARKETER |

DESCRIPTION

The Higher Certificate in Fashion is a comprehensive one-year programme designed to provide you with a diverse range of entry-level career possibilities in the field of Fashion Design. We provide a focused specialisation in fashion design, with our design elective modules offering a well-rounded and strong base. These modules specialise in the fashion industry and equip students with essential knowledge to effectively enter the fashion industry at an entry-level position.

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 30% for English as a first or additional language
- National Senior Certificate (NSC), with a minimum of 30% 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 English: 40% (home language) or 34% (first additional language)
- National 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 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 and Pattern Construction kit**
- **Sewing Machine (provided by STADIO, included in your fees)**
- **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.

CURRICULUM OUTLINE

	MODULES
Compulsory (All)	Creative Design HCRD151 (19 credits)
	End-User Computing EUC152 (10 credits)
	Garment Construction HGRC151 (17 credits)
	Historical Fashion Studies HHFS152 (7 credits)
	Marketing and Brand Management HMRT151 (18 credits)
	Pattern Design HPTD151 (17 credits)
	Textiles and Fashion HTAF152 (10 credits)
	Trend Analysis HTAN151 (14 credits)
	Visual Merchandising HVMR151 (14 credits)
CREDITS P/YEAR	126

* 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.

END-USER COMPUTING

Microsoft Office Suite, equipping them with the necessary skills to proficiently utilise standard MS Office practices relevant to 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.

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.

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.

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.

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.

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.

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.

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FEES & PAYMENT
OPTIONS



PRESCRIBED
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