

Short Courses

With a passion for learning, your growth will never cease.

Our short courses have been specifically designed by industry experts to offer you focused knowledge and understanding.

We run on-campus and online courses, allowing you the flexibility to study from anywhere in the world.



Engage the World through Design

The DAF curriculum is designed to unleash your full potential as a unique creative. Focusing on the heart and mind of the individual, we explore, engage and experience the world around us. When we understand ourselves and connect to the world, we are able to design and create with relevance and empathy.



Short Courses

Fashion Design & Illustration

ON-CAMPUS ✓

ONLINE ✓

Designed to inspire creativity, excitement and an understanding of design principles. You will be introduced to a process of building a concept, creating a narrative, and bringing it to life with colour, texture, and imagery that aligns to your customer. Explore sketching and illustration. Understand proportion and texture. The theory of colour and different techniques and mediums. Ending off with your very own, inspired storyboard.

Fashion Styling

ON-CAMPUS ✓

This immersive course combines the theory of fashion styling with practical, real-life exercises that will give you the confidence to pursue styling as a career option, freelance undertaking or extension of your fashion design studies. It will give you an understanding of the job of a fashion stylist and provide helpful tips and guidelines for finding and producing styling work.

Patternmaking & Garment Construction (Part1)

ON-CAMPUS ✓

The patterns and garments course will provide you with a foundation for understanding the principles of patternmaking and garment construction. In the garment construction class, practical exercises will demonstrate the translation of patterns into garments including samples of various construction details and you will be able to create a basic garment of your design. At the end of this short course, we will cover skirts and basic tops.

Robyn Clark

Computer-Aided Fashion Design

ON-CAMPUS ✓

ONLINE ✓

Designed for beginners that are looking to create their digital fashion portfolio. Using the latest versions of Adobe Photoshop and Illustrator, we guide you through the basic tools of these applications. Learners will engage through tutorials which cover how to create moodboards, fashion collages, and digital fashion figures.

Advanced Technical Drawing

ON-CAMPUS ✓

ONLINE ✓

The advanced technical drawing course is designed for those with experience in Photoshop and Illustrator, wanting to take their fashion technical design to the next level. Learn how to efficiently render industry-standard technical drawings. Create realistic interpretations of your designs for presentation purposes. As well as accurate and detailed tech packs for your suppliers.

Patternmaking & Garment Construction (Part2)

ON-CAMPUS ✓

Participants will then undergo the exciting process of cutting and sewing up their design. The course culminates with a fitting session, where garments are tested for fit and finish. If you want to sew garments up for yourself or a client with ease, this is the course for you! At the end of this short course, we will cover simple dress styles, basic pants and loose over-garments.

Please visit our website for updated information, times and fees of our short courses. We are currently in the process of adding more courses to our exciting online platform.



Our Values

HUMAN-CENTERED

At the core of our values, our human-centred approach focuses on welfare, respect and drives our design process through empathy.

INNOVATION

By celebrating imagination, we strive to find new ways of thinking and developed design solutions.

HAPPINESS

When we have a positive mindset, productivity, creativity and engagement improves.

GROWTH

By taking responsibility for growth in all areas of our lives, we become more resilient, adaptable and responsible members of society.

SUSTAINABILITY

By identifying and acting with environmental and social purpose we can positively impact and add long term value to those around us.

CREATIVE EXPRESSION

Create a culture of re-inventing the future by supporting the next generation as they realise their full creative abilities. Focusing on the heart and mind of the designer.

COLLABORATION

Collaboration with students, faculty, other institutions and industry.



Alyssa Akram



Austin Ufoegbune

Our Mission

To provide quality education and training, conducive to the optimal development of each student by ensuring individual attention and commitment to learners, in order to maximise their unique potential and equip them to enter the fashion industry in any fashion field with confidence, expert knowledge and skills.

Engage the World through Design

Our Vision

The leading creative participant in private fashion education dedicated to transforming and developing Africa's creative capital.

Developing Africa's Creative Capital

Our Approach

We drive a focus on the heart and mind of the designer. Our curriculum is built around a process of delving into "who am I", "who are you", and "who are we". As we engage with ourselves and the world around us. We are able to design with relevance and empathy.

In order to contribute to the world,
we need to understand ourselves first.

We encourage a culture of higher-goals and ideals across all areas of life. Through creating an environment of growth with innovative forms of learning that engage in open and respectful engagements.

The Student Experience

At DAF, you will never just be a number. To ensure an optimal learning experience, we have no more than 25 students per class.

We celebrate unique creatives that have something to share with the world.

We love to engage and grow with you. Through a continuous curiosity for the world around us, exploring with an open heart, we can get closer to the designers we are meant to be.



Austin Ufoegbune

The Student Experience



Babalwa Dopu with GUCCI Ceo, Marco Bizzari.

Babalwa Dopu

I transferred to DAF in my graduate year, and found that this institution truly caters to the growth of each student. DAF cares about your vision and assists in refining your creative expression.

Being at DAF proved to me that I have the ability to be successful. Coming from a humble upbringing, to being short-listed to the Gucci Fellowship Award, travelling to Italy and interviewing at one of the biggest brands in the world, was an incredible experience.



Daniel Bradley with Savile Row designer, Ozwald Boateng.

Daniel Bradley

DAF has a very personal approach and really cares for each student. In first year I knew nothing about sewing, garment construction or technical terms and by the time I left I had a broad understanding of the industry and all that went along with it. The lecturers create a positive space where you are encouraged to be creative. I loved my time at DAF and still speak to the friends I made there many years ago. I got my first job at Woolworths with Bianca and Luke's help which set me up for my career. Since then I have worked on sneaker collaborations with Adidas and Fila, worked on Savile Row in London and currently senior designer for menswear accessories at John Lewis in London. I would highly recommend DAF for anyone thinking about studying fashion.

Hannah Lavery

I graduated from DAF in 2011 - I had moved from Law to Fashion and was quite nervous about the dramatic move, but studying at DAF was challenging and inspiring and really assisted me in having the confidence to open my own label. The small classes and focussed teaching really helped to develop my unique perspective and to give me a taste of the various aspects of the industry



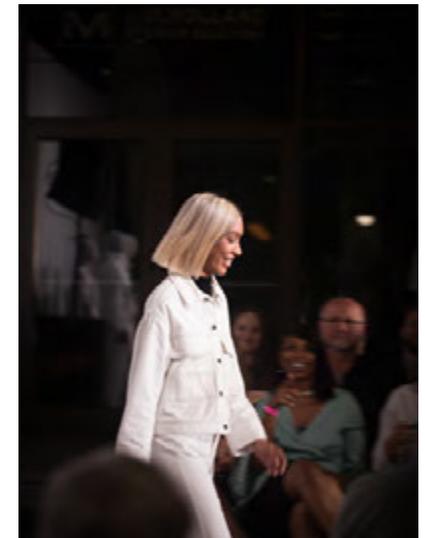
Meghan Markle wearing a Hannah Lavery dress.

Robyn Clark

Each year at DAF was a moment of growth for me, in my way of designing and how I approach new projects. DAF has been a very important part of my life and my career; I am very thankful for my time at DAF because of the friends I've made and the creative freedom given to us as designers, they helped me grow and realise what I wanted to do in my career and where I wanted to take my designing ability.

I recommend DAF to any young fashion designer that has a passion to develop their design capability and broaden their career path, DAF will help you find your creative space and give you the freedom to be who you are as a person and as a designer.

Right now, I am currently waiting for September to kick start my career in fashion; in September I am leaving to Rome to be a student and assistant designer for outerwear at Gucci.



Robyn Clark at the 2019 Graduate Collection Fashion Show

Our Campus

Situated in the creative heart of Cape Town – Woodstock is home to Design Academy of Fashion, and many other industries of arts, crafts and creatives.

The academy is light and airy with a trendy industrial feel. The open plan design reflects the open education system. Where the workplace is an environment where learners can work, interact and react, where they are challenged and inspired





About DAF

As a boutique private higher education fashion institution, we are incredibly proud of our global achievements.

Zoe Poate

The only fashion school in Africa on the CEO World magazines Top 100 fashion schools in the world.

One of 11 schools around the world part of the GUCCI Design Fellowship

100% of graduates would recommend DAF to a friend.

**Frankfurt Style Awards
2019 student, Jenna Standish won the
Outstanding Talents Award.**

**Two 2019 graduates were finalists in the Design
Indaba Emerging Creatives Class of 2020. A
class of creatives across all disciplines of
design.**

**85% of 2019 graduates are employed.
6% are continuing their studies.**

**DESIGN
ACADEMY OF
FASHION**



Nick coutts

Zoe Poate

Code of Conduct

All members, staff and learners, of the Design Academy of Fashion should at all times be bound by a code of honour and dignity, serving the common good of the Academy above and beyond personal gain, in a spirit of honest transparency. All members of the Academy are required to exercise common sense and decency, and to consistently act in accordance with these principles.

Learners of the Academy must at all times comply with any and all reasonable and lawful requests from any member of staff or management, providing that any request made does not represent an infringement of the learner's basic rights, and provided that any request made serves the common good of the Academy. Specifically, learners should be aware of the following matters, acknowledging that this list is neither exclusive nor exhaustive:

Bigotry: Racism, sexism, or any form of discrimination will not be tolerated at DAF.

Politeness and courtesy: to all staff members and fellow learners. Breaches of common decency will be viewed in the same light as gross misconduct.

Punctuality and attendance: Familiarise yourself with class / meeting times and attendance requirements. Lateness is disruptive and disrespectful.

Neatness: DAF asks that you keep your desk tidy at all times. At the end of the day, before leaving, all students must take all their work home and pack away any equipment.

Guests, studio models, family and friends, etc: You are responsible, physically and financially, for any person you allow into the building. Give them an overview of these rules.

Cheating and plagiarism: Infringement of others' intellectual property rights is viewed in a very serious light.

Sexually inappropriate behaviour: Overt displays of sexuality do not promote an intellectually stimulating educational environment. DAF expects all students to be respectful to their classmates at all times.

Smoking: No smoking of any substance on campus. Smokers may make use of the outside smoking area and should minimize any discomfort to non-smokers.

Sobriety of conduct: At all DAF-related activities your system should be free, at all times, of any non-prescription substance which may affect your general demeanor.

Learners wilfully and knowingly placing themselves in breach of the spirit or letter of this code render themselves liable for punitive measures under the disciplinary procedures of DAF. The onus is on the learner to familiarise themselves with this code.

Alcohol: May only be consumed at a function sanctioned by the directors. Here too, alcohol use, and not abuse, is endorsed. Moderation and discretion are required. Any use of alcohol at non-sanctioned DAF functions, including arriving at the Academy 'under the influence' is subject to disciplinary procedures.

Unacceptable language: Any language, which may offend others, is to be used with extreme discretion. When in doubt, don't say it.

Unlawful behavior: If it is against the law of the country, it's against the law at DAF.

Violent behavior: Any violence, actual or threatened, will be dealt with by the disciplinary committee, followed by possible suspension or expulsion.

Theft: If you remove things that don't belong to you, fees will be increased to replace them. If you are caught stealing from the school or other students a disciplinary hearing will be held, followed by possible suspension or expulsion.

Library: All materials should be treated with respect. The times, procedures and statutes of the DAF library must be adhered to.

Care of equipment: If you damage equipment through misuse, you are responsible for the cost.

Cell-phones: No cell-phones on during theory lectures or presentations.

Firearms: No firearms allowed on campus or at any DAF event.

Contact Us

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**DESIGN
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Tamara Cherie Dyson