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.
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.
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 Mission

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

Developing Africa’s Creative Capital

Our Vision

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.

Our Approach

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.
Launched in 1999, the Design Academy of Fashion has quickly become one of the top Fashion schools in South Africa. Founded by Daphne Treadaway, it was acquired in 2006 by Bianca Fobian and Suzanne Aldridge. With a vision for continued excellence and a contemporary approach to education, has seen the Academy grow in leaps and bounds.

History

Accreditation

Design Academy of Fashion (Pty) Ltd is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act 1997. Certificate No.2010/HE07/002

Design Academy of Fashion (Pty) Ltd is accredited by the Higher Education Quality Committee (HEQC) of the Council of Higher Education (CHE) to offer the Diploma: Fashion.

Design Academy of Fashion (Pty) Ltd is also registered on the National Qualifications Framework (NQF) of the South African Qualifications Authority (SAQA) as being registered by the Department of Education to offer the Diploma: Fashion (SAQA ID: 74129)
The Diploma in Fashion makes use of a hands-on approach through teaching learners how to design, create patterns, construct garments through various exercises and projects. Learners are exposed to the world of fashion by exploring fashion across the ages and into contemporary fashion culture using trend forecasting. Business acumen is also taught so that students are prepared for the working world.

A three-year qualification offering the ultimate preparation to enter the fashion industry
Diploma: Fashion

Subjects will be taught in four different clusters. Which includes a Design Cluster, Technical Cluster, Commercial Cluster and a Contextual Cluster.

**Design Cluster**

The subjects offered in the design cluster are focused around all the elements of creating and rendering your fashion design drawing. From sketching to illustration and computer-aided design.

### Subject | Level One (First Year) | Level Two (Second Year) | Level Three (Third Year)
--- | --- | --- | ---
**Fashion Design** | To nurture each learner’s unique design aesthetic, learners are taught how to visually communicate design through drawing and creating effective mood boards and storyboard presentations, whilst learning to work with inspiration and conceptualization of clothing ranges. | Incorporating the design principles, students explore their design signatures for various markets, i.e. menswear, sportswear, tailoring and childrenswear. Learners are taught alternative design processes by exploring practical experimentation with fabric manipulation. | Researching, conceptualizing and developing their final range which is then produced into a full collection, and showcased at the year-end Fashion Show. Learners will produce a portfolio of work by developing individual concepts around content and showcasing their final presentation.

**Illustration & Colour Theory** | This subject creates a foundation for Fashion Design, equipping the learner with the drawing skills and confidence to excel in their Fashion Illustrations. Learners are introduced to various techniques to assist them in rendering full colour figures and garment illustrations. | A progression from the basic drawing skills to a more advanced approach by nurturing the learners own individual style. Illustration and colour theory underpins the methodologies needed to effectively communicate the learner’s voice in Fashion Design and Computer Illustration. | Advanced design outputs for the final range & design portfolio. Learners are guided through adding technical details to both their technical drawings as well as fashion illustrations while developing their style of digital fashion design.

**Computer Illustration & Design** | Learners are introduced to Adobe Illustrator and Photoshop programs. Simple exercises and tutorials are provided to help learners get better acquainted with these programs. In line with industry standards, we create technical drawings, storyboards and moodboards using these programs. | Learners are guided through Illustrator and Photoshop where they practice those features which can be utilized for fashion design outputs. Increased rendering of technical drawings with fabrics, mood boards and backgrounds for storyboards; as well as creating graphics for prints. | Credits: 12
NQF level: 6

**Technical Drawing** | Learners are taught how to draw technical representations of garments and become familiar with basic terminology. These techniques form a critical foundation which enables the learners to communicate their designs in a technical and precise manner in line with industry standards. | Credits: 8
NQF level: 5

### Credits

- **Fashion Design**: 20 credits (NQF level: 5)
- **Illustration & Colour Theory**: 12 credits (NQF level: 5)
- **Computer Illustration & Design**: 8 credits (NQF level: 5)
- **Technical Drawing**: 10 credits (NQF level: 5)

Credits: 25
NQF level: 6

Credits: 10
NQF level: 6

Credits: 10
NQF level: 6

Credits: 12
NQF level: 6
The *technical cluster* focuses on the constructing of your fashion item. Diploma students will receive in-depth knowledge of clothing technology, through mastering patternmaking and constructing the perfect fitting garment.

### Technical Cluster

**Patternmaking**

**Level One (First Year)**

Exploring the foundational principles of patternmaking through experimentation of basic blocks. Patternmaking works in conjunction with Fashion Design and Garment Construction so that each student understands how to develop their design into a tangible product.

This critical subject introduces learners to foundational sewing skills. Learners are exposed to different methods of Garment Construction through practical exploration. The subject relates closely to Patternmaking and Fashion Design in that students construct their designed garments.

**Level Two (Second Year)**

Patternmaking explores themes Sportswear, Menswear and Tailoring. Developing their understanding of working patterns, mock-ups and final patterns. Learners experiment with patternmaking where the fabric is used to inspire the pattern through draping directly on a dummy.

Learners are introduced to various advanced sewing techniques especially involved in the construction principles for stretch, sportswear and tailored jackets. Learners explore fabric manipulation through experimentation to produce an Avant-Garde look to be showcased at the annual Fashion Show.

**Level Three (Third Year)**

Learners explore the application of pattern-making principles through the production of their final range. Producing patterns according to their Design brief, by correctly analysing technical designs in terms of proportion and silhouette (shape) and details.

Learners develop an advanced understanding of garment construction principles, producing technically accurate garments. A final range, where all fashion design principles learned for the duration of the programme is applied. Garments are produced and the range is showcased at the end of the year fashion show.

**Grading**

Learners are introduced to the concept of Grading by exploring the reasons and needs for grading patterns. The shifting of pattern sizes is applied to blocks and patterns. Learners are taught the basic principles of alterations and upcycling.

Subjects will be taught in four different clusters. Which includes a Design Cluster, Technical Cluster, Commercial Cluster and a Contextual Cluster.
Diploma: Fashion

Subjects will be taught in four different clusters. Which includes a Design Cluster, Technical Cluster, Commercial Cluster and a Contextual Cluster.

**Commercial Cluster**

Learners will delve into the business world in the **commercial cluster** as we look at selling our garments. Marketing strategies that tell a story and drive sales. With a look at planning a range that drives profit and mitigates risk.

**Subject** | **Level One** *(First Year)* | **Level Two** *(Second Year)*
--- | --- | ---
Marketing & Advertising | Learners are introduced to the marketing environment by looking at how the Fashion market is organised in terms of market segments, target market and the marketing mix. By exploring fashion marketing practices and basic marketing research, a picture of a retailer is developed. | An introduction to merchandising principles and practices for the fashion industry. An understanding is developed regarding the role of the buyer and merchandiser. The current best practice in fashion buying and merchandising is explored along with the principles of sourcing and supply chain management.
Retail Buying & Planning |  | 
Micro-Business Management |  | 

**Level Three** *(Third Year)*

Micro-Business Management

For prospective business owners dreaming of starting their small businesses with the right tools. This course equips individuals with the basic skills of compiling, writing and presenting a business plan. A wide range of topics related to compiling, writing and presenting a business plan.
Diploma: Fashion

Subjects will be taught in four different clusters. Which includes a Design Cluster, Technical Cluster, Commercial Cluster and a Contextual Cluster.

**Contextual Cluster**

Learners will engage with why we wear what we wear? How trends start, and when is it just a fad. As we fall in love with the fashion industry.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Level One (First Year)</th>
<th>Level Two (Second Year)</th>
<th>Level Three (Third Year)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Textile Studies</strong></td>
<td>Credits: 6 NQF level: 5</td>
<td>Credits: 6 NQF level: 5</td>
<td>Credits: 3 NQF level: 6</td>
</tr>
<tr>
<td><strong>Fashion Forecasting &amp; Trend</strong></td>
<td></td>
<td>Credits: 6 NQF level: 5</td>
<td>Credits: 5 NQF level: 6</td>
</tr>
<tr>
<td><strong>Theory of Clothing</strong></td>
<td>Credits: 6 NQF level: 5</td>
<td>In the second year learners are exposed to theoretical and conceptual ideas as to 'why we wear what we wear'. We explore the 20th and 21st centuries concerning fashion and society which leads us to a final project inspired by self-expression.</td>
<td>Exploring sub-cultures and the ‘fashion rational’ through a series of lectures involving the language of fashion. To underpin the research for the learners’ final collection. Developing a solid theoretical foundation and the conceptual framework for the practical designs which are produced.</td>
</tr>
<tr>
<td><strong>Experiential Learning</strong></td>
<td>Credits: 2 NQF level: 5</td>
<td></td>
<td>Experiential Learning aims to introduce learners to the working environment through a 3-week work placement. Learners research and find their placements within the diverse fashion industry, intending to apply the skills and knowledge gained during the three-year programme.</td>
</tr>
<tr>
<td><strong>Life Skills</strong></td>
<td>Credits: 2 NQF level: 5</td>
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</tbody>
</table>
The Diploma in Fashion makes use of a hands-on approach through teaching learners how to design, create patterns, construct garments through various exercises and projects. Learners are exposed to the world of fashion by exploring fashion across the ages and into contemporary fashion culture using trend forecasting. Business acumen is also taught so that students are prepared for the working world.

Who should enrol in the Diploma?
The diploma is for applicants who are wanting to immerse themselves into the world of fashion. The diploma is for those that want to build their understanding of design, gaining technical and practical knowledge, as well as delving into themselves as a designer.

Entry Requirements
The admission criterion is a National Senior Certificate (NSC) with a minimum of 30% in the English Language. Matric Certification (certified copy with the required level of completion)

Entrance portfolio comprising of an essay and storyboard. For more information, go to Entry Requirements on page 20.

Job opportunities
Fashion entrepreneur, fashion designer, buyer, stylist, brand manager, visual merchandiser, fashion illustrator, trend forecaster.
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.
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 Design & Illustration

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.

Fashion Styling

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.

Patternmaking & Garment Construction (Level 1)

Adobe Digital Fashion Design

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.

Adobe Digital Fashion Design

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.

Advanced Technical Drawing

Patternmaking & Garment Construction (Level 2)

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.

Patternmaking & Garment Construction (Level 2)

Please visit our website for updated information, times and fees of our short courses.
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.
The Student Experience

**Babalwa Dopi**

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**

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.

**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.
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.
With an average of 12.5 students per lecturer - you will never just be a number at DAF.

Having a focus on individual attention is not something we just say, it’s something we do. As a human-centred institution, the DAF team focuses on each student, creating an environment for learners to reach their unique creative potential.
Having produced some of South Africa’s top designers, we believe this comes from the individual attention and human touch that the DAF faculty bring.

With a maximum of 12.5 students to every lecturer, DAF drives an education system of high contact time. This allows each student the opportunity for productive engagements with their lecturer. The DAF team is always open to students as we work together to ensure their success.

**Learner to Lecturer Ratio**

Design Academy of Fashion is committed to building a relevant, and user-friendly digital experience across all platforms.

Learners are guided through the online student management system where they have access to all information on their course material.

Students gain access to the Adobe Suite while studying at DAF.

**Digital Experience**

Design Academy of Fashion is committed to our mission of transforming South Africa’s creative capital. With 12% of our 2020 student body on bursaries, we continue to work with government and corporate partners to grow this number.

Fashion retailers that partner with DAF to offer bursaries, would generally offer this opportunity to 2nd and 3rd-year students. A students successful track-record in 1st year is a great motivator on their bursary application.

**Bursaries**

Starting in 2nd year, our students start their journey of self-exploration and building a vision of their lives through the Life Skills course.

Run by our MD, Bianca Fobian, the Life Skills course delves deep into the heart and mind of each designer. This is an opportunity for each student to evaluate their lives, and put in place strategies to achieve their goals. A course that sets DAF apart, as students truly engage with the world, with a clear understanding of themselves.

**Life Skills**

With strong ties to the fashion industry, we are constantly engaging with organisations and designers to give our students the best employment opportunities. Through collaborations, experiential work, and mentorships.

We offer guidance and support for students going for their interviews, with a practical understanding of their requirements for a successful interview.

**Career Development**

Our Alumni our kept connected through a closed group on social media. Allowing for exchange of ideas and job opportunity posts. A few of our Alumni:

- **Hannah Lavery**: Owner of Hannah (Dressed Meghan Markle)
- **Robyn Clark**: Gucci Fellowship Design Program
- **Tamara Cherie**: Winner of Elle Rising Star
- **Nicholas Coutts**: Winner of Elle Rising Star
- **Margot Molyneux**: Owner of the brand Margot Molyneux

Please visit our website or contact us at info@daf-academy.co.za for more information on student support.
About DAF

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

- 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.
Important Information

All the additional information you will need to enrol with Design Academy of Fashion.
The admission criterion is a National Senior Certificate (NSC) with a minimum of 30% in the English Language. Matric Certification (certified copy with the required level of completion) Identity document / Passport (certified copy)

Portfolios are reviewed regularly and enrolments are taken until each course is full. There is no strict deadline for applications but we do recommend that students apply as early as possible. Visit our website or Youtube account for our Portfolio Workshop video which takes you through a step-by-step look at creating your successful portfolio.

**Entrance Portfolio Requirements**

- **Essay:** Write an overview of your understanding and experience of fashion. The information in your essay is reflective of your character and writing style. Include your background, passions and future goals. Please do not exceed 2 typed pages or 4 hand-written ones.

- **Storyboard:** Create one A3 storyboard consisting of three fashion figure drawings with your own designs, rendered in colour. Fabric swatches are optional. (You can also find templates for your figures online).

- **Moodboard:** Create one creative A3 mood board that conveys your chosen trend/theme. Incorporate visuals, prints and descriptive words to convey your inspiration for your storyboard/collection. (Ensure images are not blurry or pixelated)

Portfolios are reviewed regularly and enrolments are taken until each course is full. There is no strict deadline for applications but we do recommend that students apply as early as possible. Visit our website or Youtube account for our Portfolio Workshop video which takes you through a step-by-step look at creating your successful portfolio.

**International Applicants**

Applicants that do not live in the Republic of South Africa should read through the following steps carefully. This will give an indication of the timeframe which should be taken into account when applying. It is suggested that the process commence as early as possible.

1. Applicants are required to have a Matric Certificate with the relevant endorsement or equivalent thereof. A foreign qualification can be certified by the South African Qualifications Authority (SAQA). Please note that the process can take anything from 10 to 30 working days. Please check the form for applicable fees.

2. You may apply at the Design Academy of Fashion in the meantime, however, acceptance will be based on the outcome from SAQA for foreign students.

3. Proof of payment of the R2200.00 application fee for non-South African citizens must also accompany the application. If you have already received your certificate from SAQA please submit this as well. All copies need to be certified. Please ensure that all copies once scanned are readable.

4. DAF will send you an acceptance letter once your portfolio is approved, stating the duration of the course you applied for.

5. You will then need to go to the nearest South African Embassy or Consulate to apply for a Study Visa, using the acceptance letter. The Embassy will advise of any further requirements as well as fees payable before acceptance. The visa may take up to 8 weeks. Once you have received your visa, you can book your trip to the RSA.

6. On arrival at DAF, a copy of the study visa will be required for your file. The study visa must state specifically that the student will be studying at the Design Academy of Fashion.

7. DAF does not offer accommodation. We are, however, happy to assist students, where possible, in finding suitable accommodation.
# Fees

The guide to the 2022 fee structure and payment plan options.

## Application Fees
(Paid when applying)

<table>
<thead>
<tr>
<th></th>
<th>SOUTH AFRICAN</th>
<th>INTERNATIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications <strong>before</strong> 11 December 2021</td>
<td>R420</td>
<td></td>
</tr>
<tr>
<td>Applications <strong>after</strong> 11 December 2021</td>
<td>R580</td>
<td></td>
</tr>
</tbody>
</table>

## Diploma Tuition Fees
(See payment options below)

<table>
<thead>
<tr>
<th></th>
<th>ANNUALLY</th>
<th>BIMONTHLY</th>
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<tbody>
<tr>
<td></td>
<td>R70,380</td>
<td>R38,250</td>
</tr>
<tr>
<td><strong>8% Discount when paying in full before 18 December 2021</strong></td>
<td>R2 600</td>
<td>R2 600</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>ANNUALLY</th>
<th>BIMONTHLY</th>
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<tbody>
<tr>
<td></td>
<td>R72,675</td>
<td>R38,250</td>
</tr>
<tr>
<td><strong>5% Discount when paying in full before 31 January 2022</strong></td>
<td>R3 200</td>
<td>R3 200</td>
</tr>
</tbody>
</table>

## Admission Fees
(Paid on acceptance to secure your spot at DAF)

<table>
<thead>
<tr>
<th></th>
<th>SOUTH AFRICAN</th>
<th>INTERNATIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Fee</td>
<td>R10 250</td>
<td>R15 840</td>
</tr>
<tr>
<td>Resource Levy</td>
<td>R6 250</td>
<td>R6 250</td>
</tr>
<tr>
<td>Art &amp; Sewing Kit</td>
<td>R4 130</td>
<td>R4 130</td>
</tr>
<tr>
<td>Text Books</td>
<td>R2 600</td>
<td>R2 600</td>
</tr>
</tbody>
</table>

(Dependent on Visa lead times)

(Art kits, sewing kits and text book prices may change due to supplier and exchange rates)

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1. **32**

2. **8% Discount when paying in full before 18 December 2021.**

3. **R7,750**
   Monthly payments from 1 February to 1 November (10 payments)
   (Includes admin fee of R100)
Mode of Instruction

The Design Academy of Fashion’s mode of instruction is face to face instruction both in theory and practical subjects. All classes are offered in English. It is the learner’s responsibility to ensure that s/he is able to communicate effectively in the language of teaching, learning and assessment as prescribed by the institution.

Academic Rules

DAF uses continuous assessment under the broad concept of outcomes based education and ensures that formal and practical assessments are conducted which are appropriate for the vocational nature of the program. Learners are made aware of all assessment criteria by clearly communicating these by a variety of means. All assessment outcomes are made available to learners. A learner may appeal their results in writing through the Academic Board. Learners receive written and verbal feedback after internal assessments have been conducted during the term. Feedback regarding the final term is given in writing. Exit-level assessments of courses are conducted internally and verified by external experts who are suitably qualified in the relevant field. The awarding of a qualification takes place once all exit-level courses have been completed and passed.

Recognition of Prior Learning

Access may be achieved, in part, through the process of Recognition of Prior Learning (RPL). Provision is made for prior learning to be recognised if a learner is able to demonstrate competence in the knowledge, skills, values and attitudes embedded in the relevant qualification. Candidates must be able to demonstrate their fashion and design aptitude through submission of a CV, portfolio, interview, and knowledge and skills tests. Such competencies many help gain access to the program leading to entrance into this qualification, or advanced placement therein.

Credit Accumulation Transfer

Access may be achieved, in part, through the process of Credit Accumulation Transfer (CAT). Provision is made for the transferring of credits from another institution where the applicant has enrolled for a similar qualification but not completed the programme. CAT will be recognised if a learner is able to demonstrate competence in the knowledge, skills, values and attitudes embedded in the DAF qualification. Candidates must be able to demonstrate their fashion and design aptitude through submission of the detailed transcript of the incomplete qualification, a portfolio, an interview and skills tests. Such competencies many help gain access to the program leading to entrance into this qualification, or advanced placement therein.

Qualification Criteria

All courses contained in each programme must be successfully completed before a qualification will be awarded. There are two electives in the third year of the Diploma. Learners must pass the previous level before they can advance to the next level in the Diploma. If a learner fails a course they will need to re-register and repeat the specific course the following year, for a maximum of two theory subjects. In order to pass a course, learners must achieve at least 50%. Credits will be transferred to a learner once they have successfully completed the course.
Fee Structure
The course fee is inclusive of the registration fee. Registration must be paid annually, on acceptance of the portfolio for the 1st year learner applicants and on a pre-determined registration date for the 2nd and 3rd year learners.

Student fee payment options include:
Full payment on or before the 17 December prior to the academic year receives a less 8% discount.
Full payment on or before the 31 January of the academic year receives a less 5% discount.
Discounted rates are only valid with proof of payment being received for payment made within the allocated timeframe.
Half-yearly basis (payments to be made by the 31st January and 31st July)
Quarterly basis (payments to be made on or before the commencement of the new / next term)
Monthly payments (10 months) include a R100 administration fee.
If payment is made later than the due date for half and quarterly rates, the payee shall have 5 days to remedy the situation. In the event that payment or proof of payment is not received within 5 days, a letter of suspension will be issued to the learner. Suspension bars the learner from class attendance at the institution and progress reports and/ or diplomas will not be awarded until such time as the student’s account is paid.

Registered students may cancel their registration before the 1st of January of the year for which they are registered. Cancellation must be made in writing to the Directors. In the event that a learner registers after the 1st of January, they will have until the 31st of January to cancel their enrolment at DAF, after which they will be liable for the full year’s fees for which they are registered.
In all cases, applicants will forfeit the registration fee.

Student Support Services
Learner representatives are elected by their peers on an annual basis and the Learner Representative Committee is governed by the learners and acts as an independent voice. DAF encourages communication by supporting open and transparent channels of feedback. The learner representative council is responsible to keep record of any grievances learners might have. These will be brought before the Quality committee who will then address any pressing issues as well as make provision for any long-term decisions to be made. Learner Grievances will be recorded in the minutes as well as in the Quality Assurance forms filled in twice a year. The Academic Support Unit deals with any academic related issues that a student may have. This includes any support that the lecturers have identified whether for individual learners, or groups of learners.
DAF is committed to encourage healthy living in all aspects of student life. For this purpose, the Academic Support Unit is also responsible for making recommendations in cases of psychological or health issues that have been identified as a result of behaviour or information received via the student themselves or their parents. DAF will fully support any student who is diagnosed with health or psychological conditions as far as possible. DAF has access to a qualified Psychologist who will charge a minimal fee. In as far as possible, DAF will accommodate learners with disabilities. Unfortunately, the current premises do not allow for wheelchair access. For further information on DAF policies on disability, Health and Wellness and Student support, refer to the relevant policies, which will be provided at the beginning of the academic year to each student, or on request.
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.

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