



FOUNDATION
COURSE IN
FASHION 2022

**DESIGN ACADEMY
OF FASHION**

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.





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.

Foundation Course in **Fashion**

An exciting 200-hour course that equips you with foundational fashion knowledge drawing on key aspects of Fashion Design, Garment Technology, Fashion and Textile Theory.

Whether you are preparing a fashion portfolio, wanting to accelerate your fashion career, or dreaming of creating your designs and turning them into reality; this highly practical course will give you the foundational skills you need.

During the time spent on the course you will develop knowledge, skills and an understanding of fashion which culminates as a diverse and yet full body of work. You will develop designing and manufacturing skills which are supported with a well-rounded understanding of textiles and fashion theory.

On successful conclusion of the course students will receive a certificate of completion. This course is non-credit bearing and is therefore not registered on the South African Qualifications Framework.



Foundation Course in: Fashion

Subjects will be taught in three different modules which draw on key aspects of Fashion Design, Garment Construction, Fashion & Textile Theory.

Design Lessons: **16**

In the Fashion Design Course, you will develop core design skills through concept generation and fashion illustration so that you can create your own fashion moodboards and storyboards.

Make Lessons: **32**

The Garment Technology course will equip you with basic techniques of pattern cutting and garment construction so that you can make your own unique fashion product.

Explore Lessons: **16**

In the Fashion and Textiles Course, you will explore the fashion landscape and gain an understanding of fashion trends, fabrics and fibers and create your own original textile.

Course Outcomes

At the end of the Foundation Course in Fashion you will be able to:

Create a visual diary and transform it into a concept.

Create fashion Illustrations, moodboards and fashion storyboards.

Understand and use basic garment technology techniques.

Draft a pattern and sew a fashion garment of your own design.

Discuss and understand the fashion landscape and Trend forecasting.

Define and understand natural and man-made fibers. Create an original textile.

Duration

200 Hours over a period of 5 months.

Times

Monday to Thursday | 13:30 to 16:00

Entry Requirements

Minimum Age of 17

Fee Structure

Registration Fee
R1500

Tuition Fee
R14 200

The Tuition Fee payment options are either full fees upfront, or 5 monthly payments of R2880. (includes admin fee)

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Foundation Course in Fashion

Equipment Requirements

The required equipment and stationery checklist to complete the course:

- | | | | | | | | |
|--------------------------|--------------------------|----------------------------|-----------------|--------------------------|--------------------|--------------------------|----------------|
| Sewing & Pattern Kit | <input type="checkbox"/> | Domestic Sewing Machine | Art Kit | <input type="checkbox"/> | Paint Palette | <input type="checkbox"/> | Black 1.0 Pen |
| | <input type="checkbox"/> | Tape Measure | | <input type="checkbox"/> | Art Flat Brush | <input type="checkbox"/> | Black Marker |
| | <input type="checkbox"/> | Patchwork Ruler | | <input type="checkbox"/> | Art Round Brush | <input type="checkbox"/> | A4 Flip File |
| | <input type="checkbox"/> | Professional Tracing Wheel | | <input type="checkbox"/> | Metal Sharpener | <input type="checkbox"/> | A3 Flip File |
| | <input type="checkbox"/> | Small Seam Ripper | | <input type="checkbox"/> | A3 Sketch Pad | <input type="checkbox"/> | Colour Pencils |
| | <input type="checkbox"/> | Pearl Headed Pins | | <input type="checkbox"/> | 4B Graphite Pencil | <input type="checkbox"/> | Ruler (30cm) |
| | <input type="checkbox"/> | Set of French Curves | | <input type="checkbox"/> | 2B Graphite Pencil | <input type="checkbox"/> | Scissors |
| | <input type="checkbox"/> | Fabric Scissors | | <input type="checkbox"/> | HB Graphite Pencil | <input type="checkbox"/> | Eraser |
| <input type="checkbox"/> | Dressmakers Pencil | <input type="checkbox"/> | Black Fineliner | <input type="checkbox"/> | Pritt | | |

*Art & Sewing Kits are available to purchase at the DAF campus.

**A student discount of 15% can be obtained from Elna for the domestic sewing machine.



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, Oswald 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



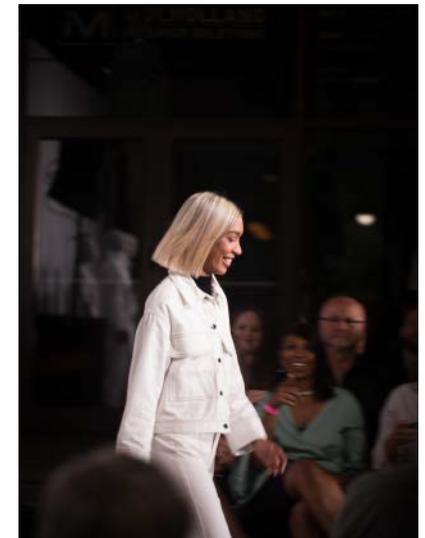
Meghan Markle wearing a Hannah Lavery dress.

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.

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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

by e-mail

info@daf-academy.co.za

by telephone

+27 021 448 9379

by mail

PO Box 13390, Mowbray, 7705

at our campus

The Old Biscuit Mill, 375 Albert
Road, Woodstock, 7925

visit our webpage

www.designacademyoffashion.com



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Tamara Cherie Dyson