



# Prospectus — 2023/4

Diploma in Fashion

**DESIGN ACADEMY  
OF FASHION**

# Engage the World through Design

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The DAF curriculum has been designed to unleash your full potential as a unique creative. To foster a holistic understanding of the fashion industry, where the knowledge gained in one subject seamlessly integrates with the next. A curriculum that has been developed and continually refined through our interaction with the fashion industry to ensure its relevance.

We focus on supporting each student's unique view of the world and facilitating their growth across all aspects of life through our life skills course. We believe that when you know yourself, your values, and your passions, you can better understand the world around you and design with relevance and empathy.



Austin Ufoegbune

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# Our Values

## HUMAN-CENTERED

We believe that designing for people means putting their welfare and dignity first, respecting their individuality, and creating solutions that are driven by empathy.

## INNOVATION

We embrace curiosity and strive to explore new ways of thinking, to push boundaries and challenge norms.

## HAPPINESS

Key to unlocking creativity, productivity and engagement. We prioritize a positive, inclusive and supportive learning environment that nurtures the personal and professional growth of our students

## GROWTH

Through this mindset, we cultivate resilience, adaptability, and a sense of personal responsibility that empowers us to make a positive impact.

## SUSTAINABILITY

By recognizing our environmental and social impact, we can design with purpose and positively impact our community.

## CREATIVE EXPRESSION

We foster an environment that values both creativity and individuality, supporting designers in developing their craft and expressing themselves authentically.

## COLLABORATION

Through collaboration, we can share ideas, knowledge, and resources to create meaningful, impactful and innovative solutions.



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

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## Our Vision

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

Developing Africa's Creative Capital

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## 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)

# Our Approach

We believe that true education goes beyond just acquiring knowledge and skills. We strive to foster a deep understanding of oneself and the world around us as a foundation for meaningful and impactful design. Our curriculum is carefully crafted to encourage students to explore their unique perspectives, values, and experiences. By delving into these aspects of themselves, they are able to develop a deeper sense of empathy, which is a crucial aspect of designing with purpose and relevance.

Our approach to education is centered around a process of delving into "who am I, who are you, and who are we." In the first year, we focus on "who am I," where students gain a foundational understanding of fashion and begin to explore their own unique perspective. The second year focuses on "who are we," with a deep dive into various fashion markets and the start of their life skills journey, creating their life vision. Finally, in the third year, students focus on "who are we" as they create their brand, business plan, collection, and digital campaign while finishing their life vision in life skills.

At the core of our approach is a focus on the heart and mind of the designer. We believe that in order to contribute to the world, we must first understand ourselves. Our innovative forms of learning engage students in open and respectful discussions, creating an environment of growth and a culture of higher goals and ideals across all areas of life. This approach enables our students to design with relevance and empathy, using their unique perspective to make a positive impact on the world.



# History

Founded in 1999 by Daphne Treadaway, the Design Academy of Fashion has rapidly established itself as one of the leading fashion schools in South Africa. In 2006, Bianca Fobian and Suzanne Aldridge took over the Academy, and with a vision for continued excellence and contemporary education, the institution has since seen remarkable growth.

Bianca Fobian, is passionate about cultivating a culture of lifelong learning and has created an environment that fosters creativity and holistic growth. Under her leadership, the institution has evolved to be a hub for self-development and innovation, preparing students for the future.

In 2020, Luke Fobian joined as co-director, bringing his 18 years of experience in trend forecasting and fashion design for major South African retailers. With a focus on bridging the gap between students and the workforce, Luke is committed to building a world-class education platform that contributes to the future of African design.





# Diploma: Fashion

**A three-year qualification offering the ultimate preparation to enter the fashion industry**

The Diploma in Fashion is a three-year program designed to provide students with a comprehensive understanding of the fashion industry and prepare them for successful careers in this field. The program offers a unique blend of theoretical and practical learning, with a strong focus on hands-on training.

Throughout the program, students will gain valuable skills in fashion design, pattern-making, and garment construction through a range of projects and exercises. They will also have the opportunity to explore fashion across different eras and cultures, as well as learn about the latest trends and developments in the industry through trend forecasting.

In addition to technical skills, the program also emphasizes the development of business acumen and professional skills. Students will be taught how to market their designs, manage finances, and understand the legal and ethical aspects of the fashion industry.

At Design Academy of Fashion, we believe in providing our students with a well-rounded education that goes beyond technical skills. Our goal is to produce graduates who are not only skilled in their craft but are also innovative, entrepreneurial, and socially conscious.





# 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 Design Cluster focuses on equipping students with the skills and knowledge to create compelling fashion designs. Students will learn to develop their creativity through a range of techniques, from sketching and rendering to computer-aided design. They will explore various design principles, such as colour, texture, and shape, and gain insight into how to apply them to fashion design.

### Subject

### Level One (First 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.

NQF level: **5**

#### 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.

NQF level: **5**

#### 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.

NQF level: **5**

#### 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.

NQF level: **5**

### Level Two (Second Year)

Incorporating the design principles, students explore their design signatures for various markets. ie. menswear, sportswear, tailoring and childrenswear. Learners are taught alternative design processes by exploring practical experimentation with fabric manipulation.

NQF level: **6**

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.

NQF level: **6**

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.

NQF level: **6**

### Level Three (Third Year)

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

NQF level: **7**

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.

NQF level: **7**

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# Diploma: Fashion

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

## Technical Cluster

The Technical Cluster provides students with a solid foundation in clothing technology. Through this cluster, students will gain in-depth knowledge of patternmaking and garment construction. They will learn how to produce well-fitting and high-quality garments through the use of industry-standard techniques and tools. The Technical Cluster will prepare students to create garments that are not only aesthetically pleasing but also technically sound and comfortable to wear.

### Subject

### Level One (First Year)

#### Pattern making

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.

NQF level: **5**

#### Garment Construction

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.

NQF level: **5**

#### Grading

### 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.

NQF level: **6**

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.

NQF level: **6**

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.

NQF level: **6**

### 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.

NQF level: **6**

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.

NQF level: **6**

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# 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

In the Commercial Cluster, students will explore the business aspects of fashion, from marketing and sales to range planning and risk management. They will learn how to create marketing strategies that tell a compelling story and drive sales. Students will also develop skills in financial analysis and forecasting, enabling them to plan ranges that are both profitable and attractive to consumers.

### Subject

#### Marketing & Advertising

### Level One (First Year)

Learners are introduced to the marketing environment by looking at how the Fashion market is organized in terms of market segments, target market and the marketing mix. By exploring various brands marketing practices, students create a marketing strategy that aligns to their target market.

NQF level: 5

#### Retail Buying & Planning

#### Micro-Business Management



### Level Two (Second Year)

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.

NQF level: 6

### Level Three (Third Year)

The course covers a wide range of topics related to entrepreneurship, including developing a brand, identifying and understanding your target market, creating a brand proposition, and compiling, writing, and presenting a business plan.

NQF level: 6

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Sarah Lane



# 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

The Contextual Cluster focuses on understanding the social, cultural, and historical contexts in which fashion operates. Students will explore why we wear what we wear and how trends emerge and evolve over time. They will also gain insight into the various subcultures and movements that have shaped fashion history. Through this cluster, students will gain a deeper appreciation of the meaning and significance of fashion and its impact on society.

### Subject Level One (First Year)

#### Textile Studies

This is a comprehensive and immersive subject which equips the learning with the applied knowledge and understanding of fibres, fabrics and finishing. The course is comprised of a series of lectures ranging from basic fibre identification, fabric weaves and finishes as well as testing of fabrics.

NQF level: **5**

#### Fashion Forecasting & Trend

#### Theory of Clothing

With a focus on critical thinking, we explore ways that society impacts fashion. Through examining the history of fashion, and pivotal historical moments, students gain a deeper understanding of the role clothing plays in reflecting societal attitudes and values. Developing tools to recognise the significance of fashion choices and their implications.

NQF level: **5**

#### Experiential Learning

#### Life Skills

### Level Two (Second Year)

Learners are taught the foundation of how to identify global fashion trends. They research and identify existing trend indicators (colour, fabric, shape and market dynamics) that are generic to previous season's collections. From this research, students are shown how to forecast future trends.

NQF level: **5**

We explore the complex relationship between fashion, culture, and identity, and examine the role that fashion plays in shaping our world. Delving into topics such as sustainable fashion systems, and the industry in a global and African context.

NQF level: **6**

### Level Three (Third Year)

Learners will research various cultural and contextual indicators to determine how they will influence the industry. By learning how to identify and interpret these trends, learners will gain a deeper understanding and make informed decisions when creating their own ranges.

NQF level: **6**

Exploring sub-cultures and the 'fashion rational' through a series of lectures involving the language of fashion. With the aim 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.

NQF level: **6**

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.

NQF level: **6**

Credits: **2**  
NQF level: **5**

**A vital component of the Diploma in Fashion, as it equips learners with the essential tools to succeed not only as fashion designers but as well-rounded individuals. By actively participating in discussions and self-reflection, learners will gain a deep understanding of their emotional and psychological well-being, which will help them navigate their personal and professional lives with confidence and resilience.**

NQF level: **6**



# Diploma: Fashion

The Diploma in Fashion program offers a comprehensive, hands-on learning experience that equips learners with the skills necessary to enter the fashion industry. From designing and pattern-making to garment construction and trend forecasting, learners gain a holistic understanding of the fashion world. In addition, the program emphasizes the importance of business acumen, preparing students for the practical realities of the fashion industry.

Diploma: Fashion  
**Total Credits: 360**

## Who should enrol in the Diploma?

The Diploma in Fashion is designed for applicants who are enthusiastic about the fashion industry and eager to delve into the world of design. Our comprehensive curriculum is designed for those who are passionate about the fashion industry and seek to gain in-depth knowledge and practical skills in fashion design, entrepreneurship, trend forecasting, and more. Our programme allows learners to explore their own creativity and personal style while also gaining a holistic understanding of the fashion industry. Whether you are a recent high school graduate or a professional looking to switch careers, this programme offers a hands-on approach to learning and is perfect for anyone who wants to pursue a career in the fashion industry.

## Job opportunities

Fashion entrepreneur, fashion designer, buyer, stylist, brand manager, visual merchandiser, fashion illustrator, trend forecaster, fashion marketer, fashion journalist, product developer, costume designer, textile designer, fashion sustainability specialist.



Philippa Crooks



# 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 courses Saturday mornings at the The Old Biscuit Mill.







# Short Courses

## Fashion Design & Illustration



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



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)



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

## 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.

## Advanced Technical Drawing (Industry Course)



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)



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.

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# 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.**

The student experience at DAF is designed to provide a personalized and supportive learning environment. With a maximum of 25 students per class, each student is valued and given individual attention. We embrace and encourage the unique creativity of our students, and believe that everyone has something to share with the world. Our faculty members are passionate and engaged, and work closely with students to help them explore their interests and develop their skills. Through our commitment to continuous learning and curiosity, we strive to help students become the best designers they can be.



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# The Student Experience



Babalwa Dopi with GUCCI Ceo, Marco Bizzari.

## 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 can 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.



Robyn Clark at the 2019 Graduate Collection Fashion Show





# Teaching Faculty

**At the core of DAF is our passionate academic team, driving our mission of high-quality education with individual attention.**

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The student experience at DAF is designed to provide a personalized and supportive learning environment. With a maximum of 25 students per class, each student is valued and given individual attention. We embrace and encourage the unique creativity of our students, and believe that everyone has something to share with the world. Our faculty members are passionate and engaged, and work closely with students to help them explore their interests and develop their skills. Through our commitment to continuous learning and curiosity, we strive to help students become the best designers they can be.

# Teaching Faculty



**Hannelore Olivier**  
Academic Head

With an uber-creative mindset, Hannelore strives for excellence, integrity and innovation in all endeavours. With extensive experience in Higher Education and Academic Quality Assurance, her aim is to find innovative and integrated solutions based on an equilibrium between scientific, practical and artistic approaches.

With an infinite thirst for the accumulation of new knowledge, behaviours, ideas and competencies, Hannelore is an advocate for continued lifelong learning. Creating a dynamic environment for growth, diversity, solutions and building relationships.



**Bianca Fobian**  
Managing Director /  
Head of Department

Passionate about the culture of life-long learning, Bianca Fobian has been at the helm of Design Academy of Fashion since 2006 as Managing Director.

She is a firm believer of self-actualized, future-focused students and, to this end, has created a curriculum and an environment that is conducive to self-development, holistic growth and fostering creativity.



**Marli Fourie**  
Program Manager

Marli has an Honours degree in Fashion Design.

Intrigued by the Psychology of Fashion, she continues to explore the cognitive consequences of the clothing we wear.

As a lecturer, Marli intends to inspire young minds in the pursuit of fashion and self-expression. She aims to create a fun and safe environment for students to take intellectual and creative risks.



**Nikki St Quintin**  
Senior Lecturer Fashion Design

With a B.Tech in Fashion, Nikki has two decades of experience with DAF, which adds immense value to our curriculum and helps us maintain our high standards of excellence.

With the experience of teaching almost every subject at DAF, Nikki promotes the continuity between the creative and conceptual subjects and the technical and practical subjects which ensures our curriculum remains relevant and of an industry standard.



**René Morrison**  
Garment Technology Lecturer

Rene's mastery in the technical art of garment construction and patternmaking comes from her extensive experience working in the studios of three of South Africa's top fashion designers.

After starting her teaching career at DAF in 2007, she received her B.Tech degree in 2011. Rene's teaching style is characterised by her patient and thorough approach.



**Petro Nel**  
Commercial Lecturer

Petro has a BTech Degree in Textile Design & Technology and is in the process of completing a Postgraduate Diploma in Higher Education.

Petro has worked in the textile industry, as a freelance design consultant and as an educator within the creative industry. She is interested in the creative and practical processes involved in translating ideas into viable products and is passionate about helping students make these connections.



**Leandi Mulder**  
Digital Design Lecturer

Leandi Mulder is a fashion designer and educator who recently joined the Design Academy of Fashion as a lecturer.

With a BTech in Fashion from DUT and a Master of Fashion Design and Innovation from the Beijing Institute of Fashion Technology, Leandi has a strong background in fashion and textile design. Her design approach emphasizes sustainability, ethics, and empowerment through fashion.



**Craig Fraser**  
Illustration & Colour Theory Lecturer

Craig has two decades of experience in Menswear Design & Trends and spent a decade lecturing on Fashion prior to that.

He understands that young designers need more than just creativity, and emphasises the importance of equipping students with the right tools to overcome the various challenges in the fashion industry.

Craig holds a Masters Degree in Fashion.



## Support Staff



Sumé Gilloway  
Registrar



Zikhona Qali  
Head of Wellness



Suzanne Aldridge  
Finance Manager



Tsoanelo Mophuting  
Admin & Short Courses

## Directors



**Bianca Fobian**  
Managing Director

Passionate about the culture of life-long learning, Bianca Fobian has been at the helm of Design Academy of Fashion since 2006 as Managing Director.

She is a firm believer of self-actualized, future-focused students and, to this end, has created a curriculum and an environment that is conducive to self-development, holistic growth and fostering creativity.



**Luke Fobian**  
Operational Director

With 18 years of experience heading up Trend Forecasting and Fashion Design for major South African fashion retailers, Luke is most excited about building an innovative education platform that contributes to the future of African design.

With a desire to build a world-class platform for the next generation of talent, he is set on bridging the gap between students and the workforce.



# Our Campus

**Our campus is located in the vibrant Old Biscuit Mill complex, which boasts charming architecture and has secured its spot as one of Cape Town's favourite destinations.**

The academy is light and airy with a boutique feel. The open plan design reflects the open education system. The various studios offer an environment where learners can work, interact, and react, where they are challenged and inspired. With a generator, we are not affected by loadshedding, ensuring that classes run seamlessly. Our campus is safe and secure for all our students, and many of our students have the opportunity to work part-time in the fashion stores and brands located within the complex.





# Student Support

**At DAF, we understand that each student is unique and has individual needs.**

We offer comprehensive academic and wellness support to ensure our students thrive in all aspects of their academic and personal lives. Our Academic Support Unit is dedicated to addressing any academic-related issues that a student may have, while our Wellness Department provides ongoing mental health support and personal coping mechanisms to help our students transition into a professional working environment. With a maximum of 25 students per class, our faculty can offer high contact time and personalized attention to ensure each student reaches their creative potential. DAF is committed to accommodating learners with disabilities and fully supports students diagnosed with health or psychological conditions.

We strive to create a human-centered institution where students can feel supported, encouraged, and motivated to achieve their goals.



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# Student Support

## Academic Support

The Academic Support Unit at DAF is responsible for addressing any academic-related issues that a student may encounter. This includes providing support to individual learners or groups of learners as identified by their lecturers.

In addition to academic support, DAF also strives to promote healthy living in all aspects of student life. To this end, the Academic Support Unit works closely with the DAF Wellness department to ensure that students receive appropriate support and guidance for any psychological or health issues that may arise.

If a student is diagnosed with a health or psychological condition, DAF will make every effort to provide appropriate accommodations and support. While DAF is committed to accommodating learners with disabilities, it is important to note that the current premises do not allow for wheelchair access.

For more information on DAF policies related to disability, health and wellness, and student support, students can refer to the relevant policies provided at the beginning of the academic year or request them as needed.

## Wellness Department

DAF's wellness department is overseen by a qualified and ASCHP-registered wellness counsellor. Throughout the year, the counsellor leads workshops and interventions tailored to the needs of the DAF community. The wellness initiative offers ongoing mental health support, personal coping strategies, and soft skills that are essential not only for academic success but also for adjusting to a professional working environment.

In addition to our dedicated wellness counsellor, DAF maintains a comprehensive list of professional health practitioners, psychologists, and therapists who offer counselling services to students at reduced rates.

## Digital Experience and the LMS

The Design Academy of Fashion recognizes the importance of providing a relevant and user-friendly digital experience to its students across all platforms.

The learning journey is comprehensively mapped out for students on our Learning Management System (LMS), Student Manager, which serves as an online student management system that provides access to all information on course materials.

As part of our commitment to providing comprehensive online resources, DAF students have access to a digital library called Perlego, which offers access to all prescribed materials, textbooks, and a vast array of digital books and magazines across the wider creative and design industries.

In addition to the online resources, DAF students also have access to the Adobe Suite while studying, which provides essential design tools and software to help students develop their skills and creativity.

## Student Representative Council (SRC)

The Student Representative Council (SRC) is a vital support mechanism for students at DAF. It plays an important role in fostering a positive student culture that enhances the overall student experience, supports the quality of education, and ensures that every DAF student has a voice. The SRC is represented on the Academic Board, which helps to hold DAF accountable to its most important stakeholders – the students.

Through the SRC, students can voice their concerns and ideas, and participate in decision-making processes that affect their education and campus life. This ensures that DAF is always responsive to the needs and interests of its student body.



Austin Ufoegbune



# Student Support

## Bursaries

At Design Academy of Fashion, we understand that financial barriers can often prevent talented individuals from pursuing their dreams. That's why we are committed to making education accessible to all, regardless of their financial circumstances. We work with government and corporate partners to offer bursaries to deserving students who show potential and dedication.

We are proud to support our students in their academic and professional journeys, and we encourage all our students to explore the various bursary opportunities available to them. Our dedicated Admissions team is available to assist students with any queries related to bursaries and financial aid.

## Life Skills

Design Academy of Fashion's Life Skills course is a unique and transformative experience for our students. Led by our MD, Bianca Fobian, the course provides an opportunity for students to delve deep into their hearts and minds, evaluate their lives, and develop strategies to achieve their goals.

Through this course, our students not only gain a clear understanding of themselves, but also acquire invaluable life skills that will serve them well beyond their academic journey at DAF. It is a course that sets us apart and truly reflects our commitment to providing holistic education to our students.

## Career Development

At DAF, we understand the importance of preparing our students for successful and fulfilling careers in the fashion industry. With strong connections and partnerships within the industry, we are committed to providing our students with the best employment opportunities through collaborations, experiential work, and mentorships.

Our team offers guidance and support for students throughout their academic journey and beyond. We provide practical advice and tools to help students prepare for job interviews, from creating a standout portfolio to developing effective interview skills. Our team also assists students in identifying potential job opportunities and connecting them with industry professionals.

## Alumni

Our alumni are an integral part of the DAF community, and we are proud to see them succeed in the industry. We keep our alumni connected through a closed group on social media, allowing for exchange of ideas, job opportunity posts, and networking opportunities.

Some of our alumni include:

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

We are always delighted to hear about the achievements of our alumni and their continued success in the fashion industry.

# Achievements

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.

Alumni, Hannah Lavery dress worn by Megan Markle on the cover of Harper's Bazaar.

Alumni, Thobey Cooper, winner of the Nedbank Unlocked Business award winner.

**DESIGN  
ACADEMY OF  
FASHION**





Nick coutts

Zoe Poole

# Important Information

**All the additional information you will need to enrol  
with Design Academy of Fashion.**

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# Entry Requirements

To achieve a Diploma Pass, the learner would have to meet the following requirements:

A candidate must pass at least 6 out of 7 subjects and obtain:

- At least 40% for your Home Language
- At least 40% for three other subjects excluding Life Orientation
- At least 30% in the Language of Learning and Teaching (LOLT) of the tertiary institution (Higher Education Institution)

*Access to the qualification is allowed via Recognition of Prior Learning*

Matric Certification (certified copy with the required level of completion)

Identity document / Passport (certified copy)

## Entrance Portfolio Requirements

DIPLOMA ☒

**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.

DIPLOMA ☒

**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).

DIPLOMA ☒

**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 time frame 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 R3200,00 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

Sarah Lane





# Fees

The guide to the 2024 fee structure and payment plan options.

## Application Fees

(Paid when applying)

Applications **before**  
10 December 2023 \_\_\_\_\_ R580

Applications **after**  
10 December 2023 \_\_\_\_\_ R890

SOUTH  
AFRICAN

INTERNATIONAL

R3 200

R4 600

(Dependant on Visa lead times)

1

## Admission Fees

(Paid on acceptance to  
secure your spot at DAF)

Registration Fee \_\_\_\_\_ R14 800 R22 900

Resource Levy \_\_\_\_\_ R7 700 R7 700

Art & Sewing Kit \_\_\_\_\_ R5 630 R5 630

Text Books / Perlego \_\_\_\_\_ Included in the Resource Levy

SOUTH  
AFRICAN

INTERNATIONAL

2

## Diploma Tuition Fees

(See payment options below)

**R78 900 p.a.**

ANNUALLY

**R72 588**

**8% Discount** when paying in  
full before **15 December 2023**.

**R74 955**

**5% Discount** when paying in  
full before **31 January 2024**.

BI-ANNUAL

**R39 450**

Paid by **1 February 2024**.

**R39 450**

Paid by **1 July 2024**.

TERMLY

**R19 725**

Paid first week of each term.  
(Quarterly)

MONTHLY

**R7 940**

Monthly payments from  
1 February to 1 November.  
(10 payments)

(Includes admin fee of R50)

3





Kirsten Gordon

# Important Information

## Mode of Instruction

The Design Academy of Fashion offers face-to-face instruction in both theoretical and practical subjects. All classes are conducted in English. It is the responsibility of each student to ensure that they are able to communicate effectively in the language of teaching, learning, and assessment as prescribed by the institution.

## Academic Rules

The Design Academy of Fashion upholds high standards of academic practice and integrity as an institute operating in the field of Higher Education. Our academic procedures include continuous and integrated assessment, aligned with outcomes-based education, to ensure that all student projects are relevant to the industry. We provide formal written and verbal feedback to students during and after all projects, as well as facilitate ongoing mentor and peer feedback group sessions. Our external moderators, who are qualified and experienced in the relevant field, verify exit-level performance outcomes. Students have the right to appeal their results through the DAF grievance procedure, and all appeals are heard by the DAF Exam Committee. Upon the completion and passing of all exit-level courses, students are awarded a qualification.

## Recognition of Prior Learning

Access to our accredited programmes may be granted through the process of Recognition of Prior Learning (RPL). Provision is made for prior learning to be recognised if a more senior (23+) individual can demonstrate competence in the knowledge, skills, values and attitudes embedded in the relevant qualification. DAF uses a formalised process for all RPL candidates and provides support for candidates during the process. Candidates must be able to demonstrate their fashion and design aptitude through submission of a CV, portfolio of evidence, interviews, and knowledge and skills assessments. Such competencies may help a learner to gain access to the qualification, or advanced placement therein.

## Credit Accumulation Transfer

Through the process of Credit Accumulation and Transfer (CAT), provision is made for the transferring of credits from another institution where a student has attempted a similar qualification but has 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 outcomes and transcript of the incomplete qualification, a portfolio, an interview, and possible skills tests. Such competencies may help gain advanced placement in the programme.

## Qualification Criteria

All subjects and modules contained in our programmes must be passed and completed before a qualification will be awarded. DAF does not award certificates for programmes with any outstanding credits. Learners must pass the previous level before they can advance to the next level. To pass any subject / module, at least 50% must be achieved. We do allow resubmissions, if a student has achieved a minimum of 60% attendance across the module and subject. If a learner fails a subject or module, they will need to re-register and repeat the specific subject the following year, for a maximum of two theory subjects. Credits will be transferred to a learner once they have successfully completed the course.

# Important Information

## 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 15 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 of 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 R50 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. If 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

Design Academy of Fashion provides various student support services to promote a healthy and conducive learning environment. Student representatives are elected annually by their peers and form the Student Representative Committee (SRC), which acts as an independent voice for students. DAF encourages open and transparent communication channels for feedback. The Learner Representative Council is responsible for recording any grievances students may have, which will be brought before the Quality Committee for resolution. Grievances will be recorded in minutes and Quality Assurance forms twice a year.

The Academic Support Unit is responsible for any academic-related issues that students may encounter. This includes support for individual learners or groups of learners as identified by lecturers. DAF is committed to promoting healthy living in all aspects of student life and the Academic Support Unit also provides recommendations for psychological or health issues identified through student or parent behaviour or information received. DAF supports any student who is diagnosed with health or psychological conditions as far as possible, and has access to a qualified psychologist who charges minimal fees.

DAF also aims to accommodate learners with disabilities as far as possible. However, the current premises do not allow for wheelchair access. For more information on DAF policies regarding disability, health and wellness, and student support, students can refer to the relevant policies provided at the beginning of the academic year or request them.

Kwanga Oushaka



# Code of Conduct

All members, staff, and learners, of the Design Academy of Fashion should at all times be bound by a code of honor 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 always 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 willfully 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**

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**by telephone**

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**by mail**

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**at our campus**

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

**visit our webpage**

[www.designacademyoffashion.com](http://www.designacademyoffashion.com)



Tamara Cherie Dyson

**DESIGN  
ACADEMY OF  
FASHION**