

ARTISTIC EXPRESSION

Fashion Styling

**SHORT COURSE
CONTACT LEARNING**

**DESIGN
ACADEMY OF
FASHION**

Design Academy of Fashion (Pty) Ltd 2004/011388/07

Registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997.
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ARTISITIC EXPRESSION

Fashion Styling

EIGHT WEEKS

SATURDAYS

9:00 - 13:00

32 HOURS

CAMPUS | THE OLD BISCUIT MILL, 375 ALBERT ROAD, WOODSTOCK, CAPE TOWN

Course Description

The Fashion Styling short course offers an immersive exploration of the dynamic world of fashion styling. Designed to empower students with a deep understanding of various aspects of styling, the course encourages individuals to unearth their unique stylistic identities. Each week, students engage in a diverse range of styling tasks and activities, fostering a practical and creative approach to fashion.

Course Outcomes

By the end of this course, you will:

- Gain a comprehensive understanding of the history and key concepts in fashion styling.
- Develop essential styling skills and learn how to tell compelling visual stories with clothing.
- Engage in personal styling and consultations, helping clients express their unique identities through fashion.
- Understand and utilize the language of mood boards and trend reports for effective fashion communication.
- Develop a portfolio of your styling work and learn the art of creating a creative brief.
- Conduct real-life street style observations and build on-trend awareness.
- Acquire the skills to set up and conduct a remote flat lay photoshoot.
- Collaborate within a creative team to produce a professional editorial photoshoot.

On Completion

Upon successful completion of the Fashion Styling course, you will have honed your skills as a stylist, acquired hands-on experience, and built a comprehensive portfolio of your work. You will be well-equipped to embark on a journey as a professional fashion stylist. Additionally, you will be awarded a certificate of completion.

Admission Requirements

This course is open to individuals aged 16 and above with a passion for fashion and styling. No prior experience is required; enthusiasm, creativity, and a commitment to learning are the only prerequisites. This is a non-credit bearing course.

Course Kits & Requirements

Students should have access to the following:

5 clothing items they love for an in-class activity.

3 favorite head-to-toe looks (including accessories, shoes, bags, props, etc.) for personal styling exercises.

Flat lay shoot props and ideas, planned and sourced.

Resources for sourcing, references, and concepts for the final editorial shoot.

All garments, accessories, props, and models according to the provided creative brief for the editorial shoot.




Course Content




WEEK ONE 1	Fashion Foundations Introduction to Styling, History of Fashion, and Fashion Awareness Virtual tour to Fashion Week, group discussions, and fashion journalism In-class activity: Share and discuss 5 clothing items you love
WEEK TWO 2	Stylist's Essentials Outlook & Attitude, Visual Storytelling, and Practical Styling Creative styling exercise: Style and re-style story-telling garments brought by students In-class activity: Personal Styling Wardrobe - Bring 3 favorite head-to-toe looks
WEEK THREE 3	Personal Styling Introduction to Key Concepts, Consultation & Photo Shoot Simulate client consultation Re-style and mini photo shoot with a partner In-class activity: Research flat lay ideas
WEEK FOUR 4	Trend Reports & Moodboards Introduction to Trends, Language of a Mood Board, Trend Reports Street style excursion to spot fashion trends Plan and source props and ideas for the next week's flat lay shoot In-class activity: Flat Lay Props
WEEK FIVE 5	Flat Lay Shoot Share ideas, tips, and tricks for home setups Work independently to capture 3 final flat lay images In-class activity: Flat Lay Shoot
WEEK SIX 6	Commercial Styling Portfolio Building, Introduction to the Creative Brief, and Inspiration Excursion Discuss building a stylist portfolio and understand creative briefs Group excursion to find inspiration In-class activity: Compile references and concepts for the editorial shoot
WEEK SEVEN 7	Finalize the Brief Plan and source for the final editorial shoot Collaborate as a group to complete the Creative Brief Ensure all garments, accessories, props, and models are ready for the shoot day In-class activity: Creative Brief & Shoot Prep
WEEK EIGHT 8	Editorial Shoot Final Editorial Shoot Day Work as a creative team with models, make-up artists, and a photographer on site Bring the vision from the Creative Brief to life Pay attention to all the little details to ensure a successful shoot.



Contact Us

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Terms of Acceptance

Any student who registers for a Short Course is liable for the entire course fee, irrespective of whether the student completes the course or not.

The payment of the registration fee secures your spot in the class.

The registration fee is non-refundable.

The short courses are not credit bearing and are not registered with the South African Qualifications Authority but it does create a solid base for anyone wanting to pursue studies in fashion.

On completion, students will receive a certificate of completion.

Short course students will receive their certificate of completion on condition that they attend all classes and submit all relevant class work and pass all assessments.

The person responsible for payment of fees shall be held liable to DAF for the cost of repairing any damage to its property caused by the student.

Please Note

Design Academy of Fashion (Pty) Ltd reserves the right to make course adjustments which might affect the course modules or duration of the course.

Course start dates are subject to reaching minimum intake numbers and dates might be adjusted.

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