

Bachelor of Fashion

*The Fashion
Degree For
Tomorrow's
Innovators*



**DESIGN
ACADEMY OF
FASHION**

Design Academy of Fashion (Pty) Ltd. 2004/011386/07
Registered with the Department of Higher Education and Training as a private higher education institution
under the Higher Education Act, 1997. Registration certificate No.2010/HE07/002.

Engage The World Through Design



DESIGN
ACADEMY OF
FASHION

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

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.

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.

Vision

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

***Developing Africa's
Creative Capital***

The DAF 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.

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 Bachelor of Fashion (SAQA ID: 123001)

The Bachelor of Fashion

The Bachelor of Fashion is a dynamic three-year program crafted to meet the ever-changing demands of the global and local fashion industry. Designed for ambitious and creative individuals, this qualification responds to the growing need for skilled professionals who can navigate the complexities of today's fashion markets while driving innovation, sustainability, and individuality. With insights drawn from industry stakeholders, the program equips students to conduct meaningful research, embrace cutting-edge technologies, and champion sustainability and ethical practices in their work.

Graduates of the Bachelor of Fashion will emerge as versatile, forward-thinking professionals who seamlessly integrate design, theory, and business acumen. The qualification transcends traditional production processes, empowering students to excel across all facets of the fashion industry. Whether shaping innovative designs or spearheading efficient, economically sound organizations, graduates will be uniquely positioned to lead and inspire in this fast-paced, ever-evolving sector.



NQF 7

360 CREDITS

SAQA ID: 123001

3 YEARS

FULL TIME

CONTACT CLASSES

**DESIGN
ACADEMY OF
FASHION**

Level One

First Year NQF Level 5

The **Design Cluster** in the first year provides a comprehensive foundation in creative and technical skills essential for aspiring fashion professionals. This cluster integrates Fashion Design, Illustration and Colour Theory, and Digital Illustration & Design to equip students with the tools to excel in the modern fashion industry.

Fashion Design 1 (BFD101) 18 Credits

Illustration & Colour Theory 1 (BICT101) 12 Credits

Digital Illustration & Design 1 (BDID101) 8 Credits

The **Commercial Cluster** introduces students to the dynamic business side of the fashion industry, focusing on marketing, branding, and advertising principles. This cluster equips students with the tools and insights needed to connect creative vision with commercial success, preparing them to thrive in the competitive and ever-evolving global fashion landscape.

Marketing & Advertising 1 (BMA101) 16 Credits

The **Technical Cluster** in the first year is designed to develop essential foundational skills in patternmaking and garment construction. These subjects provide students with the technical expertise required to bring their creative designs to life, bridging the gap between conceptual ideas and tangible garments.

Patternmaking 1 (BPM101) 15 Credits

Garment Construction 1 (BGC101) 15 Credits

The **Contextual Cluster** immerses students in the foundational knowledge and critical thinking skills needed to understand the broader framework of fashion design. This cluster emphasizes the interplay between culture, society, history, and textiles, offering a well-rounded perspective on how fashion communicates meaning and evolves over time. Students will explore academic communication methods, research practices, and the socio-cultural significance of clothing, while also developing an in-depth understanding of textiles and their impact on design decisions. By combining historical analysis, theoretical exploration, and practical knowledge, the Contextual Cluster equips students with the tools to thoughtfully engage with the fashion industry and its ever-changing context.

Theory of Clothing 1 (BTOC101) 16 Credits

Textile Studies 1 (BTS101) 16 Credits

Communication 1 (BC101) 4 Credits



Level Two

Second Year NQF Level 6

The second-year **Design Cluster** builds upon foundational knowledge and skills to deepen students' creative and technical expertise in fashion design and its related disciplines. This cluster focuses on cultivating a unique design aesthetic, enhancing visual communication abilities, and integrating advanced digital tools into the creative process. Through a series of interconnected subjects—Fashion Design, Digital Illustration & Design, and Illustration and Colour Theory—students are guided to refine their conceptual thinking, technical rendering, and market awareness to design for diverse fashion segments.

Fashion Design 2 (BFD202)	18 Credits
----------------------------------	------------

Illustration & Colour Theory 2 (BICT202)	10 Credits
---	------------

Digital Illustration & Design 2 (BDID202)	10 Credits
--	------------

The second-year **Commercial Cluster** equips students with the essential knowledge and skills to navigate the dynamic world of fashion retail, focusing on Retail Planning and Buying. These subjects bridge the gap between creative design and commercial success, preparing students to take a design concept through the retail pipeline and into the hands of consumers.

Retail Planning & Buying 1 (BRPB201)	18 Credits
---	------------

The second-year **Technical Cluster** builds on foundational skills to equip students with advanced technical expertise in patternmaking and garment construction. Through hands-on practice and integrated assessments, students refine their ability to translate design concepts into professional-quality patterns and garments while exploring themes like sustainability, fabric manipulation, and tailoring.

Patternmaking 2 (BPM202)	15 Credits
---------------------------------	------------

Garment Construction 2 (BGC202)	15 Credits
--	------------

The second-year **Contextual Cluster** focuses on developing a deeper understanding of the social, cultural, and psychological dimensions of fashion, empowering students to critically analyze the relationship between fashion, identity, and society. This cluster fosters intellectual curiosity and equips students with essential research, analytical, and writing skills to explore the broader context of the fashion industry and its impact on the world.

Theory of Clothing 2 (BTOC202)	18 Credits
---------------------------------------	------------

Fashion Forecasting and Trend 1 (BFFT201)	12 Credits
--	------------

Life Skills 1 (BLS201)	4 Credits
-------------------------------	-----------



Level Three

Third Year NQF Level

The Third-Year **Design Cluster** focuses on equipping students with advanced skills to conceptualize, communicate, and execute designs, laying the foundation for their own sustainable fashion brand. The course emphasizes industry-standard tools like digital illustrations and tech packs, culminating in a polished portfolio that showcases creativity, technical skill, and market relevance, preparing students for their final collection and professional career.

Fashion Design 3 (BFD303)

40 Credits

The third-year **Commercial Cluster** empowers students with entrepreneurial and industry-ready skills necessary to navigate the fashion business landscape successfully. This cluster is divided into two complementary subjects: Micro-Business Management and Experiential Learning, which together ensure students can establish, manage, and market their fashion brands while gaining hands-on industry experience.

Micro-Business Management 1 (BMBM301)

7 Credits

Experiential Learning 1 (BEL301)

7 Credits

The Third-Year **Technical Cluster** integrates technical skills with design execution, enabling students to develop, produce, and present their final fashion range to industry standards. Students apply principles of patternmaking, mock-ups, and final garment construction based on their design briefs. Key tasks include developing a production plan and managing outsourced production.

Garment Engineering 1 (BGE301)

40 Credits

The third-year **Contextual Cluster** is designed to deepen students' theoretical and introspective understanding of fashion while fostering critical thinking and forward-looking innovation. This cluster integrates three subjects: Theory of Clothing, Fashion Forecasting and Trends, and Life Skills. Together, these subjects equip students with the analytical, strategic, and personal growth tools required to support their creative and professional endeavours.

Theory of Clothing 3 (BTOC303)

12 Credits

Fashion Forecasting and Trend 2 (BFFT302)

6 Credits

Life Skills 2 (BLS302)

2 Credits



Who Should Enrol?

The Bachelor of Fashion is ideal for individuals who are passionate about fashion and eager to take their knowledge and skills to an advanced level. This program is designed for creative thinkers, innovators, and aspiring leaders committed to making a meaningful impact in the fashion industry. It is suited to those who aspire to work at the forefront of fashion design, business, or technology and are driven to address local and global challenges in fashion through sustainable and ethical practices. This qualification offers the perfect opportunity to deepen your expertise and broaden your career prospects. It is perfect for individuals who wish to explore the cultural and societal implications of fashion while embracing innovative approaches to design and production. By developing advanced technical, analytical, and entrepreneurial skills, graduates of the Bachelor of Fashion are well-equipped to create their own fashion brands, work with leading fashion houses, or contribute to the operational and business aspects of this dynamic industry.

Entry Requirements

National Senior Certificate, NQF Level 4, granting access to Bachelor's degree studies

Or

National Certificate (Vocational) or equivalent NQF Level 4 qualification, granting access to Bachelor's degree studies

Or

Higher Certificate, NQF Level 5, Advanced Certificate, Level 6 or Diploma, in a cognate field.

To achieve a bachelor pass in matric, the following requirements must be met by the student:

- Home Language: 40% or higher
- 4 High credit subjects: 50% or higher
- 2 Additional subjects: 30% or higher

An entrance portfolio consisting of creative items and a motivation essay is to be submitted upon application. For more information, please visit our website www.designacademyoffashion.com

Applicants holding alternative qualifications may be considered for admission into DAF's accredited programmes if their qualifications are deemed equivalent by the appropriate equivalence-setting bodies, and in accordance with the institute's alternative route access policy.

Admission to our programmes may also be granted through Recognition of Prior Learning (RPL) and/or Credit Accumulation and Transfer (CAT) where the applicant's existing, context-specific knowledge will be evaluated to expand access to higher education qualifications. Proficiency in English is mandatory.

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.

Academic Faculty

Marli Fourie

Academic and 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.

Hannelore Olivier

Head of Quality Assurance

Creativity and authenticity are core strengths which drives Hannelore to pursue integrity and innovation across personal and commercial endeavours. With extensive experience in Higher Education Accreditation and Academic Quality Assurance, she thrives in a dynamic environment where continuous growth and diversity inspire innovative solutions. She has a straight-forward, hands-on approach, focussing on quality and common sense. She is also a music consultant and loves working with students in matching sound to their brands.

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 BTech degree in 2011.

Rene's teaching style is characterised by her patient and thorough approach, particularly when it comes to the often challenging technical and practical subjects.

Craig Fraser

Illustration & Colour Theory Lecturer

Craig has over two decades of experience in Design & Trend, and spent a decade lecturing 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 Master's Degree in Fashion from Central St. Martins.

Bianca Fobian

Managing Director / Head of Department

Passionate about the culture of life-long learning, 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.

Leandi Mulder

Head of Department

Leandi Mulder is a fashion designer and educator who holds 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. Leandi shares her local and international experience and knowledge with the students of the Design Academy of Fashion, and is instrumental in the Mohair SA-DAF collaboration since 2024.

Nikki St Quintin

Senior Lecturer - Fashion Design

Nikki's two decades of experience with DAF brings 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.

Leseli Moleko

Fashion Retail & Business lecturer

Leseli Moleko is a fashion academic with a BTech in Retail Business Management from the Durban University of Technology and is pursuing a Master's in Applied Fashion Design. She has published a research article and has significant experience as a fashion buyer, personal stylist, and fashion shoot curator.

Amanda Bomvu

Registrar

Amanda holds a BA degree specializing in Psychological Counselling, and an Honours degree in Psychology. She brings years of experience of working in the field of law to her position at DAF. As Registrar, she ensures smooth registration and administrative processes, and the maintenance of accurate records.

Our Campus

Our campus is 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



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.

2026 Fees

Application Fee

R500

When submitting your application.

Enrolment Fee

R6,800

Once accepted you will pay the enrolment fee to confirm your spot.

Tuition Fee

R106,400

The annual fee with payment options and early payment discounts.

Tuition Fee Payment Options

- 1. Monthly** :25% before 28 Jan
balance over 10 months
- 2. Termly**: 4 payments at the beginning of each term.
- 3. Once Off: Discounts apply**
10% before 31 October
8% before 8 December
5% before 28 January

Tuition Fees Cover:

Access to experienced facilitators and a dynamic curriculum designed to develop future-fit designers with industry-relevant skills and knowledge.

Secure and safe campus with 24-hour security offering after-hours access to the Garment Technology studio.

Access to campus facilities and resources, including studios, workshops, and specialized equipment such as industrial sewing machines, looms, knitting machines and student PCs with industry standard applications.

Access to the online Learner Management System.

A subscription to Perlego online library which offers a collection of digital academic resources and textbooks.

Supply of pattern paper, cardboard, and learning materials essential for coursework and projects.

High-speed WiFi access throughout the campus premises.

Comprehensive support services, including academic advising, career counseling and mental health support.

Students benefit from various career development programs, workshops, and networking events, including industry collaborations, Advisory Committee guidance, and a life skills course focused on personal and professional growth.

Additional benefits include alumni connections and industry projects run through our department, Distilled, as well as opportunities for graduates & students to sell their ranges in the DAF market.

Additional Expenses

Students will need a domestic sewing machine and an overlocker. DAF recommends the Elna brand where you will receive a 5% discount as a DAF student. (Elna Cavendish Square).

Students have access to the DAF computer lab, however, each student will need a laptop with the specifications in order to run the design programs. The minimum requirements for a laptop can be found on the Adobe website.

The Creative Cloud licence which offers access to all Adobe design programs can be purchased through our service provider at a student discount. (approx. R3500)

DAF has printing facilities and stock of calico fabric for garment mock-ups. The cost of fabric and printing for the year is estimated at R2,500. Printing credits and mock-up fabric are available to purchase from DAF during the year.

Funding Support

Design Academy of Fashion has partnered with Student Hero and various educational funding providers to help you learn, apply, and pre-qualify for the different options to fund tertiary education, from a single platform and at zero cost to you.

Scholarships

Applications for scholarships close on November 31, 2025. Please note that scholarship applications will only be assessed once the student has applied and been accepted into the program for 2026.

Academic Procedures and Integrity

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 an 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.

Student Grievance

At DAF, complaints and grievances focus on factual evidence and are not personalized. Evidence must be provided to support a grievance and is discussed openly and respectfully. Before lodging a complaint, it is the responsibility of the student to know and understand the policies and procedures of the institution – please refer to the DAF student grievance and appeal policy.

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 always keep your desk tidy. 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 always respectful to their classmates.

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, always, of any non-prescription substance which may affect your general demeanor.

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.

Cellphones: No cellphones on during theory lectures or presentations.

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

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 familiarize themselves with this code.

Contact

by e-mail

admin@daf-academy.co.za

by telephone

+27 021 448 9379

at our campus

The Old Biscuit Mill

375 Albert Road

Woodstock

Cape Town

South Africa

visit our website

www.designacademyoffashion.com



*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. Registration certificate No.2010/HE07/002.*