

Undergraduate

2026

Programme Guide

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BACHELOR OF ARTS IN FASHION

Overview

The **Bachelor of Arts Degree in Fashion** at FEDISA is a three-year programme aimed at cultivating fashion professionals equipped with entrepreneurial skills to navigate the entire design process from concept to consumer. Tailored for creative individuals with a passion for fashion and a keen eye for trends, cultural influences, and business practices. The curriculum emphasizes both creative and technical aspects of design, garment technology, and business acumen. Students will refine their technical skills to transform concepts into tangible garments alongside fashion styling, while also gaining insights into the business principles essential for success in the commercial fashion landscape. With a strong theoretical foundation supporting practical training, graduates emerge prepared to thrive in diverse roles within the dynamic world of fashion.

Prospective applicants for this programme should be creative, detailed orientated individuals with a passion for fashion and a strong desire to delve into both the creative and business aspects of the industry. Ideal candidates are those that who thrive in fast-paced environments, possess excellent communication skills and demonstrate a willingness to continuously adapt to the emerging trends and technologies. Career prospects for graduates include roles in fashion design, product development, merchandising, brand management, fashion entrepreneurship and related field, offering opportunities for both creative expression and professional growth in the ever evolving fashion industry.

Programme Structure

Practical components of the programme run on a three-week cycle, to allow for protracted concentration, while theoretical components are accommodated on a weekly rotation.

The programme consists of four major courses, each consisting of a number of sub-components. The FEDISA programme is assigned as set out below:

VISUAL STUDIES

Conceptual Design, Story boarding, Fashion Illustration and Computer Aided Design (CAD)

Develops the ability to visually interpret, analyse, render and communicate current, as well as original design ideas as three-dimensional structures through thorough research and understanding of prevailing trends and further to interface electronically with the artistic components of the programme.

CLOTHING TECHNOLOGY

Pattern Technology, Pattern Grading, Technical Drawing, Garment Technology and Textiles Theory

Develops the ability to technically analyse, construct and communicate pattern drafting requirements of two and three dimensional patterns for garment production using free draping and mathematical methods, thereby enhancing the ability to technically construct both commercial and couture garments using the appropriate technologies and methodologies, whilst at the same time understanding textiles, their uses and various refabrication methods.

BUSINESS STUDIES

Business Principles & Practice, Fashion Retail Management

Develops the ability to view the world as an economic opportunity by understanding the business environment based on the analysis of relevant performativity required to successfully launch new small and medium economic enterprises, whilst equipping students with a high level of skills to compete successfully in both the local and international design business arenas.

LIFESTYLES STUDIES

Trend Analysis & Fashion History and Communications & Social Studies

Develops the understanding of historical impacts on the world of design in context of the current socio-economic environment. This is achieved by analysing the current global social constructs that impact on the daily performance of design professionals, while enhancing the development of confident communication and presentation skills, applicable to the working world.

WORK INTEGRATED LEARNING (WIL)

WIL is included during the 3rd year of the programme. This offers candidates the opportunity to identify, initiate and engage with a number of areas of the fashion retail industry that may significantly contribute to develop first-hand knowledge and experience in support of the candidate's deeper understanding of the commercial fashion environment.

The WIL (Work Integrated Learning) is undertaken during the April June/July vacation period in order to facilitate an extended industry engagement, as well as at certain in-term intervals where applicable. The Work Integrated Learning process takes place at exit level over 15 consecutive working days.

Mode of Instruction

Students on the BA: Fashion Degree at FEDISA engage with their studies in various ways. Primarily each day at FEDISA will include a Theory session, a Practical session and a Studio session.

Theory sessions are offered as large group contact / online sessions, where all students from a particular level of the programme attend simultaneously, and will include such subjects as Business Studies, Textiles Theory, Design History, Communication etc.

Practical sessions are conducted in the assigned studios, where smaller class groups of students in a particular level of the programme enjoy one-on-one interactions with lecturers in tutorial groups as they develop their knowledge of the practical components of the programme. Subjects here will typically include Conceptual Design and Storyboarding, Computer Aided Design, Pattern Technology, Garment Technology, etc.

Studio sessions are designed to allow students to develop their professional practice independently and are considered non-contact sessions. While lecturers are available for consultation, students are encouraged to rely on their acquired knowledge and understanding of the subject matter to fulfil all briefed requirements in various subject components of the Bachelor's Degree. Studio sessions are also ideally suited to the conducting of independent research, which will be a consistent requirement of studies at FEDISA.

Method of Assessment

The method of assessment is continuous evaluation with specific control tests. Course lecturers will assess all work internally and these evaluations will be moderated at the completion of each semester, both internally and externally.

A FEDISA pass is a moderated 50% or above, whilst a FEDISA distinction is 75%, which again is a moderated mark.

A student will not be permitted to register for the subsequent year, without a 50% aggregate being obtained for all courses of a particular year of study.

Career Opportunities

- Fashion Designer
- Garment Technologist
- Creative Director
- Fashion Buyer
- Fashion Brand Strategist

ADMISSIONS

Prospective students are urged to apply as early as possible, to enable them to attend an evaluation and selection session.

Closing Dates for Application

The closing date for preliminary applications is 30 November each year.

Should you have missed this closing date, local applications will be considered until 15 January, of the respective year for which you wish to enrol, provided that there are still seats available. Please refer to the Fees Schedule attached.

The result of the application will be communicated to you once the selection committee have made their decision.

Minimum Requirements

In order for applicants to be considered for the BA in Fashion prospective students must comply with certain minimum requirements.

Minimum Academic Requirements

- National Senior Certificate with either endorsement, university exemption, or international equivalent.
- Recognition of Prior Learning

Language Requirements

- Applicants must pass English at the High School level as a prerequisite for applications with English being one of South Africa's official languages.
- English will be the primary medium of tuition at FEDISA and students cannot be guaranteed that instruction will necessarily be in their language of choice.

Applicants should further note that the above admission requirements are minimum requirements only. Admission to all programmes is subject to selection procedures and meeting the minimum admission requirements will not necessarily ensure admission to a programme.

Admission to all programmes is subject to an entrance evaluation and a rigorous selection process.

Basic Computer Literacy Requirements

All Students must demonstrate basic computer literacy skills. This includes proficiency in:

- Using a computer and navigating different operating systems such as Windows and/or Apple OS,
- Managing files and folders efficiently,
- Sending, receiving and organising emails,
- Using basic software applications such as Microsoft Office Suite, ie MS word, MS Excel or the Google Equivalent.

These skills are essential for engaging with the academic course work, accessing learning material and effectively participating in the online learning platforms.

Required Secondary School Subjects

No specific subjects are required at secondary school level for admission to FEDISA.

Recognition of Prior Learning (RPL)

"Recognition of prior learning (RPL), the process of assessing and accrediting acquired knowledge and/or capabilities of a person, gained in formal, informal and non-formal learning, against a set of outcomes in a formal course of study or a set of workplace or social competencies."

In order to apply for RPL you have to be 23 years of age or older with at least three years' current, relevant working experience. Prior learning should have been acquired in one or more of the following ways:

- in the workplace through on-the-job training
- in company and industry-based training
- through relevant training programmes
- in community work in a relevant field
- through any relevant personal learning experiences
- through relevant formal, informal and non-formal training

You should apply for RPL if you feel that your prior learning meets the prescribed requirements of the programme you intend on enrolling in. Evidence of the above can be presented in the format of:

- Detailed CV
- Reference Letters
- Certificate/s of completion

APPLICATION PROCESS

Application Procedure

Please complete the online application form via the link on the website **www.fedisa.co.za** or the link received in the main body of the email.

Completed application forms, together with the following documentation, must be submitted to the Admissions Office via the online application portal:

- Copy of ID Document/Passport
- Copy of most recent exam results
- One (X1) black and white ID photo
- Proof of payment of the application fee

FEDISA will in turn acknowledge receipt of applications. Incomplete application forms will not be processed.

Please note that such an acknowledgment in no way implies that the applicant has been accepted to study at FEDISA.

International applicants should apply by no later than 30 November each year in order to facilitate study visa applications

Requirements for Portfolio Submissions

Portfolio submission is applicable to all FEDISA applicants.

Applicants, residing within South Africa, are required to prepare portfolios within the prescribed format and mail these together with their application.

Foreign applicants or South African residents living abroad will be allowed to submit electronic copies of their portfolios, provided that these can be substantiated with the original if so required at a later stage.

Applicants are required to submit the following as part of the portfolio:

Entrance Evaluation

1) Personal Motivational Letter (1 Page):

- What inspired you to apply for this programme?
- Which specific subjects are you excited about, and why?
- What skills, experience, or qualities make you a strong candidate for this programme?
- How will they contribute to your success?
- What are your future ambitions related to this programme? What do you hope to achieve after completing it?

2) Digital Portfolio

The digital portfolio should showcase your creative and conceptual ability. Applicants must select one of the following themes and create an **1 x A3 moodboard & 1 x A3 storyboard**:

- **Meta Fashion** – Designs inspired by digital avatars, gaming aesthetics, and virtual reality fashion.
- **Dopamine Cool** – Bold colors, playful prints, and statement pieces that evoke joy and self-expression.
- **Quiet Luxury** – High-quality fashion focusing on premium fabrics, muted tones, and effortless sophistication.
- **No Gender Rules** – Breaking the binary with unisex silhouettes, oversized tailoring, and fluid draping.

3) Moodboard (Created by Hand):

- Must be created using collage techniques, sketches, and mixed media (no digital or AI-generated moodboards accepted).
- A short description explaining the concept or idea must be included. Storyboard (Created by Hand):
- Must feature a hand-drawn and fully rendered fashion figure dressed in one of your designs.
- Should be rendered in full color.
- Must include a title and a short description of the outfit, silhouette, and fabric choice.
- Must include a short explanation of who the design is for and how it fits current fashion trends.

Additional Portfolio (Optional):

Applicants may submit additional creative work e.g., school art projects, illustrations, or photography) in A3 format, scanned or clearly photographed for digital submission.

Note:

Ensure the submission is professional and visually appealing. Any work supported or generated by AI will be automatically considered unsuccessful and declined.

Interview:

Shortlisted applicants may be invited to an interview in-person or online for international applicants.

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fedisa FASHION
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