

UNDERGRADUATE 2027 PROGRAMME GUIDE

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WHY FEDISA

FEDISA was established to cater for the ever growing demand for tertiary level fashion education, by students wishing to equip themselves with the most subject appropriate skills, knowledge and understanding to compete successfully in the international world of fashion and its many interrelated components.

In January 2022 FEDISA Fashion School became part of the largest Pan-African Universities Network, **Honoris United Universities**, thereby fully internationalising South Africa's leading fashion school.

VISION

“To be the leading global institution that shapes innovative, ethical, and visionary fashion leaders who transform the industry through creativity, sustainability, and social responsibility”

MISSION STATEMENT

At FEDISA Fashion School, our mission is to cultivate a dynamic learning environment that empowers students to explore their artistic potential, master technical skills, and embrace forward-thinking fashion practices. We are dedicated to fostering a culture of inclusivity, sustainability, and professional excellence, preparing our graduates to excel in the ever-evolving world of fashion.”

REGISTRATION AND ACCREDITATION

FEDISA (Pty) Ltd is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997. **Registration Certificate No. 2007/HE07/001.**

Furthermore, FEDISA (Pty) Ltd is accredited by the **Higher Education Quality Committee (HEQC)** of the Council on Higher Education (CHE) to offer the Higher Certificate in Applied Fashion (NQF Level 5), Diploma in Fashion Merchandising, Marketing and Media (NQF Level 6), the Bachelor of Arts in Fashion degree (NQF Level 7), the Bachelor of Arts in Applied Fashion Retail (NQF Level 7), the Bachelor of Arts Honours: Fashion degree (NQF Level 8) and the Postgraduate Diploma in Innovative Design (NQF Level 8).

FEDISA (Pty) Ltd is also registered on the **National Qualifications Framework (NQF)** of the South African Qualifications Authority (SAQA) as being accredited by the Department of Education to offer the **Higher Certificate in Applied Fashion** as per qualification identity number: **125277**, **Diploma in Fashion Merchandising, Marketing and Media** as per qualification identity number: **101862**, the **Bachelor of Arts in Fashion** as per qualification identity number: **60109**, **Bachelor of Arts in Applied Fashion Retail** as per qualification identity number: **119972**, the **Bachelor of Arts Honours: Fashion** degree as per qualification identity number: **97395**, and the **Postgraduate Diploma in Innovative Design** (identity number to be confirmed).

MANAGEMENT

& ACADEMIC STAFF

Academic Advisory Council

S. Le Roux	- Member: Legal
H. Geyer	- Member: Finance
J. Luis	- Member: Academic

Executive / Management

A. Leroux	- Chief Executive Officer
K. Gush	- Director of Academics
K. Gqada	- Director of Student Affairs
G. Bird	- Director of Operations
P. Coetzee	- Finance Manager
L. Uhlíkova	- Programme Manager - BA Hon: Fashion
S. Salie	- Programme Manager - MA: English
N. Sibozo	- Office Manager & Admissions Lead
C. Damons	- Human Resource Officer
A. Suliman	- Student Recruitment and Marketing Manager

Academic

M. Metcalfe	- MA: Fashion Design
C. Maree	- BConSci: Clothing Retail Management
W. Lourens	- MA: Fashion & Textiles
L. van Staden	- PG Dip: Digital Marketing
M. Brink	- Mc: Clothing Retail Management
M. Rayner	- BA: Fashion
N. Pereira	- MA: Art Education
T. Burgess	- BA Honours: Gender Studies
S. Karim	- BCom Hons: Economics
T. Rossouw	- Diploma: Visual Communications
Z. Majiet	- Diploma: Fashion
J. Lillienfeldt-Hartman	- BTech: Journalism & Communication
C. Clarke	- Diploma: Fashion

INTERNATIONAL APPLICANTS

FEDISA (Pty) Ltd is subject to the South African Government's policy regarding the admission of foreign students to degree/diploma courses. Foreign applicants should not finalise their study plans before they have obtained the required visa and study permit.

Please note: The study permit must state specifically that the applicant is entitled to study at FEDISA (Pty) Ltd, and not at another educational institution.

1. Tuition Fees

- All international students are required to pay an administrative levy of R2600.00 which is due and payable on application. This levy is a once-off payment.
- The total registration fee must be paid by the end of November in the year preceding the start of studies.
- General Living and Maintenance Cost: Students should budget approximately R3,000.00 - R5,000.00 per month (R36,000.00 - R60,000.00 per annum) towards general living and maintenance expenses.

2. Applying for a New Study Permit

International students, in addition to the above, are required to have study permits to study in the Republic of South Africa (RSA). FEDISA (Pty) Ltd is not permitted to register you unless you have a valid temporary resident permit. This includes students from the Southern African Development Community (SADC). Study permits are obtained from the South African Embassy/ High Commission or Consulate in your home country and will give you entry into South Africa for study purposes.

Your study permit needs to be valid at all times and is issued for the duration of your study period (i.e. the minimum time it takes to qualify for the degree you are studying towards). If you are currently studying at a South African High School or at another Tertiary Education Institution in South Africa, then please note that you need to apply for a new study permit valid for FEDISA (Pty) Ltd.

For the application, the following is required:

- A Department of Home Affairs application form (BI-1738);
- A valid passport - It must be valid for at least 30 days after the end of your proposed stay in South Africa, otherwise your permit will only be granted for the period up to 30 days before the expiry date). It should also have at least one unused page left when arriving in South Africa;
- Application fee for the permit. This is non-refundable even if the permit is refused;
- An official letter from FEDISA (Pty) Ltd, confirming provisional acceptance and the duration of the course, together with your proof of your acceptance of the offer (This is the acceptance letter that needs to be returned to FEDISA (Pty) Ltd, stating your intention to accept your placement with the institute.);
- A medical clearance report as well as a yellow fever vaccination, if relevant;
- Relevant certificate if married, widowed, divorced or separated;
- Proof of medical insurance cover registered and/ or recognised in South Africa;
- Details regarding arranged accommodation, if any;
- Proof of sufficient funds to cover tuition fees, maintenance and incidental costs;
- A police clearance certificate (less than six months old);
- A deposit (a cash amount not exceeding the cost of a single ticket to the applicant's country of origin).
Students from other African countries are not required to pay this deposit, provided that the Government of their country submits a written undertaking to pay all cost relating to the deportation of the student, should it become necessary.

The documents must be originals or certified copies. Certified copy = a photocopy of the original document with an original certified stamp that an authorised person (Commissioner of Oaths) has seen the original document. An uncertified photocopy of the original or a photocopy of a certified copy is not sufficient.

We advise that applications for a new study permit should be submitted at least 5/6 weeks before the intended departure date for FEDISA (Pty) Ltd, as it takes time to process these applications.

3. Renewing a Study Permit

IMPORTANT: All applications for the extension of a study permit should be submitted at least 30 days before the expiry date. Failure to do so will mean that you will have to satisfy the Director General that there was good cause, in order to have the later application accepted.

In order to extend your study permit, you will need to take the following to the Department of Home Affairs Office closest to you:

- Valid Passport (valid for at least 30 days more than the required extension period)
- Completed Application Form (BI-1739)
- Application fee (Please contact your nearest Home Affairs Office to confirm the amount)
- Proof of sufficient financial means to cover the tuition fees, subsistence and incidental cost (in the form of a bursary document or bank statement)
- Police clearance certificate less than six months old (anyone older than 18 years)
- A medical clearance report;
- An official letter from FEDISA (Pty) Ltd, confirming registration and course duration
- Proof of medical insurance cover registered and/or recognised in South Africa
- Proof of repatriation undertaking or, in the case of African countries only, proof that your country has signed a written undertaking to pay the cost for deportation, should it become necessary
- Accommodation (copy of lease agreement, letter from landlord, etc.)

The nearest Home Affairs offices to FEDISA (Pty) Ltd are the Cape Town or Wynberg offices:

Cape Town - Western Cape

56 Barrack Street (2nd Floor)
Cape Town
Tel 021 462 4970

4. Conducting Work

In terms of Section 13(3) of the new Immigration Act of 2004, a holder of a valid study permit may conduct work for not more than 20 working hours per week as well as full time during the academic vacations.

5. English Language Proficiency Requirements

A certain level of proficiency in English is required for success in higher education studies. This includes a pass in English at A-level or O-level. Other post-school English language qualifications will be evaluated on merit.

Applicants may be required to provide an English proficiency certificate.

A limited number of students only can be accepted for the programmes and placement is, therefore, subject to availability.

Students following the Cambridge System should take note of the following:

- Passes of at least five different subjects of the IGCSE and HIGCSE study levels, of which at least two are HIGCSE level subjects
- A pass in the language which is the medium of instruction at FEDISA (Pty) Ltd (English)
- Specific Pass Grades: IGCSE: A, B, or C HIGCSE: 1, 2, or 3

For the Honours Programme, a high level of proficiency in English is required for success. The ability to write coherently in English is the cornerstone of a research degree.

PLEASE NOTE

In order for FEDISA (Pty) Ltd to provide an international student with the necessary documentation to apply for a study permit, the accepted student is required to pay the acceptance fee, as well as the registration fee in full, in order for the documentation to be issued.

Due to the processing period required for VISA documentation all international applications will close on the 30th of November of each year, in order to ensure that required documentation is finalized prior to the beginning of student registration.

6. 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.

Useful Websites

- **Discovery Medical Aid Scheme**
<https://www.discovery.co.za>
- **South African Department of Home Affairs**
<http://www.home-affairs.gov.za>
- **Department of Foreign Affairs**
<http://www.dfa.gov.za>

ASSIGNMENT RESOURCES

The FEDISA campus includes a well-stocked student shop, GEAR that caters to all student assignment resource requirements. Services include stationery, laminating and binding.

STUDENT SUPPORT SERVICES

Financial Aid

FEDISA currently offers no direct student financial aid. However, as FEDISA is a fully registered and accredited private provider of higher education and training, qualifying prospective candidates should have little trouble securing study loans from any of South Africa's major retail banks.

Career Counselling

FEDISA offers prospective students (Grade 11 and 12), as well as recent school leavers the opportunity to explore career prospects within the fashion industry.

Prospective candidates may also undertake an assessment session to determine their values, interests and personality types to assist in career path decision-making within the fashion industry.

All such assessments should be pre-arranged by emailing FEDISA at info@fedisa.co.za or can be arranged by contacting FEDISA at 021 424 0975.

Study Support

Any students experiencing academic difficulties during their studies may consult with the appropriate Head of Department, who shall in turn refer such student to the relevant course leader for guidance.

Student Mental Wellness

FEDISA offers on campus student counselling and has signed an MOU with SACAP (South African College of Applied Psychology) to provide tier one counsellors as a first line of intervention.

Should it be assessed that a student required further, more advanced intervention, said student will be referred to the relevant clinical psychologist for further assessment and/or treatment.

Accommodation

Students residing outside of Cape Town, who may require accommodation during their studies, are encouraged to secure accommodation early, in order to avoid placement difficulties later in the year. FEDISA does not offer specific student accommodation, but has built very good partnerships with various vendors. Please contact our offices on 021-4240975 or email us at info@fedisa.co.za, for more information.

Students with Disability

FEDISA (Pty) Ltd fully endorses the Rights of Persons with Disabilities as per the United Nations Convention that became part of South African law in June 2007.

Disabled candidates will enjoy a non-discriminatory access to studies at FEDISA. However, the physicality of certain programmes must be considered and all such applications will be evaluated on a case-by-case basis.

FEDISA's full policy on Disability is available on request.

Student Health and Wellness Policy

FEDISA recognises the importance of employee and student health and wellness and has established a framework in order to promote health and wellness for the benefit of students and staff.

Furthermore, FEDISA is cognisant of the fact that healthy students and staff inevitably result in a productive and purposeful environment with less absenteeism, fewer accidents, lower healthcare demands, and greater overall reduction of disease and disability.

Health and Wellness support services may be accessed through the office of the Head of Student Affairs.

FEDISA's full policy on Health and Wellness is available on request.

HIGHER CERTIFICATE IN APPLIED FASHION

Apply now at www.fedisa.co.za

HIGHER CERTIFICATE IN APPLIED FASHION

Overview

The Higher Certificate in Applied Fashion at FEDISA is a one-year entry-level programme designed to provide students with a foundational understanding of the fashion industry. It serves as a gateway for candidates who may not have achieved a bachelor's pass in matric or its international equivalent, while also offers qualifying students an opportunity to explore aspects of both the BA: Fashion and BA in Applied Fashion Retail degrees before selecting their academic pathways. Covering essential aspects of both fashion creation and retail, the programme equips students with the necessary skills and knowledge to pursue further studies or entry-level roles in fashion-related fields.

This programme is ideal for individuals with a passion for fashion, creativity, and retail who seek to develop their skills and expand their understanding of the industry. Emphasis is placed on personal and professional development, ensuring that graduates acquire a versatile skill set applicable to various career paths in the fashion industry.

Prospective students who are eager to immerse themselves in the dynamic world of fashion and retail will find this programme an excellent starting point for their journey.

Programme Structure (120 Credits - NQF Level 5)

The Higher Certificate in Applied Fashion programme consists of four major non-elective courses, namely, Fashion Theory, Fashion Design, Fashion Construction and Fashion Business. All components of this programme are accommodated on a weekly rotation. Certain components of this programme may be presented online in conjunction with on-campus studies.

PLEASE NOTE

All courses of the programme are compulsory, and credit bearing as indicated. No electives are offered.

FASHION THEORY

Consisting of Fashion History & Theory and Fashion Trends & Forecasting.

Develops an understanding of fashion within a historical and cultural context while equipping students with essential research, communication and presentation skills. This course covers key moments in fashion history through a comprehensive timeline, explores the evolution of trends and introduces students to digital fashion communication, including social media platforms like Instagram. Emphasis is placed on refining writing skills, mastering the foundations of academic referencing and developing effective presentation techniques to ensure that students can critically engage with fashion discourse and communicate their ideas clearly within industry.

FASHION DESIGN

Consisting of Fashion Design Principles & Concepts, Fashion Drawing & Illustration and Technical Drawings.

Develops an understanding of the fundamentals of fashion design, including silhouette and balance, while exploring creative expression through various design techniques. This course introduces students to fashion rendering, encouraging experimentation with mixed-media and template-based sketching to enhance their illustration skills. Additionally, students gain hands-on experience with computer-aided design, learning to create basic mood boards and style/trend boards that translate their creative vision into industry-ready presentations.

FASHION CONSTRUCTION

Consisting of Textiles & Technology and Pattern Making & Garment Construction.

Develops an understanding of fundamental techniques in fashion construction, from textiles and drapery to pattern drafting and garment construction. This course introduces students to textiles, where they will explore basic fabric manipulation techniques such as tie-dyeing, beading, and re-fabrication. Pattern making covers essential principles such as interpreting patterns and understanding seam allowances. Students are also introduced to the basics of sewing which will provide them with experience with stitching samples and constructing basic garments and building a strong foundation in garment creation.

FASHION BUSINESS

Consisting of Fashion Marketing & Merchandising and Ethical & Sustainable Practices in Fashion Business.

Develops an understanding of the business side of fashion, covering key aspects of marketing, merchandising, retail management, and ethical industry practices. This course introduces students to creating engaging displays to target various markets, provides insight into the structure of the retail industry and introduces students to a comprehensive foundation in the commercial and ethical considerations in the fashion industry.

All course components are facilitated in the most subject appropriate manner within the academic environment and contextual framework, depending on the specific assignment content. There is a strong focus on structured group sessions, in order to maximise student-centric peer-learning opportunities, as well as several elements of independent knowledge development and online learning.

Work Integrated Learning (WIL) may take various forms including simulated learning, work- directed theoretical learning, problem-based learning and project-based learning, but does not include workplace- based learning at Higher Certificate level at FEDISA. However, candidates are encouraged to participate in casual retail work opportunities on their own initiative, wherever possible. This experience will be invaluable to their fuller understanding of the fashion retail industry and may significantly contribute to developing first-hand knowledge and experience in support of the candidate's deeper understanding of the commercial fashion environment.

Mode of Instruction

Students on the Higher Certificate in Applied Fashion at FEDISA engage with their studies in various ways, which may include Theory sessions, Practical sessions, independent studio sessions and online sessions.

Theory sessions are offered as large group contact sessions in the FEDISA auditorium or online, where all students attend simultaneously, and will include such modules as Fashion History & Theory and Fashion Trends & Forecasting etc.

Practical sessions are conducted in assigned studios, where smaller class groups of students enjoy one-on-one interactions with lecturers in tutorial groups as they develop their knowledge of the practical components of the programme. Modules here will typically include Fashion Drawing & Illustration as well as Pattern Making & Construction.

Studio sessions are designed to allow students to develop their professional practice independently and are considered non-lecturing 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 modules of the Higher Certificate in Applied Fashion. Studio sessions are also ideally suited to the conducting of independent enquiry, which will be a consistent requirement of studies at FEDISA.

Method of Assessment

The method of assessment is continuous evaluation, which will include both formative and summative assessment.

Course lecturers will assess all work internally and these evaluations will be moderated by an internal staff panel at the completion of each term, and by an independent/external subject specialist, at the completion of the final semester.

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

An academic transcript is issued following each semester, in June and December.

A student will not be permitted to graduate without a 50% aggregate being obtained for all courses of the Higher Certificate in Applied Fashion.

Minimum Duration of Studies

The Higher Certificate in Applied Fashion programme can be completed in one year on a two-semester basis, where each semester includes Fashion Theory, Fashion Design, Fashion Construction and Fashion Retail.

Work Integrated Learning (WIL) does not officially form part of the Higher Certificate in Applied Fashion programme.

Career Opportunities

- Assistant Fashion Merchandiser
- Junior Fashion Journalist
- Media Stylist Assistant
- Assistant Trend Researcher
- Assistant Event Organiser
- Assistant Market Researcher
- Retail Store Salesperson
- Fashion etc

Progression

Students that successfully complete the Higher Certificate in Applied Fashion may further their studies on either of the BA Degrees offered at FEDISA.

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 5 December each year.

Should you have missed this closing date, late applications will be considered until 30 January of the respective year for which you wish to enrol, provided that there are still seats available. A late application fee will be payable. Please refer to the Fees Schedule attached.

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

Minimum Requirements

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

Minimum Academic Requirements

- National Senior Certificate, National Certificate Vocational or international equivalent, with appropriate subject combinations and levels of achievement.
- 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.

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.

Application Process

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 Admission Office via the online application portal:

- Certified copy of ID Document/Passport
- Certified copy of most recent exam results
- One (X1) black and white ID photo
- Application fee or proof of payment thereof
- Motivation Essay - All applicants are required to submit a 300-word motivation essay outlining why they wish to study at FEDISA.

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 October each year in order to facilitate study visa applications.

DIPLOMA IN FASHION MERCHANDISING, MARKETING & MEDIA

Apply now at www.fedisa.co.za

DIPLOMA IN FASHION MERCHANDISING, MARKETING & MEDIA

Overview

The **Diploma in Fashion Merchandising, Marketing, and Media** at FEDISA is a three-year programme that equips graduates with comprehensive skills vital to the dynamic fashion industry. From fashion writing to consumer analysis, the programme emphasises marketing, merchandising, and media applications essential for successful fashion communication.

Aimed at creative, marketing-oriented individuals passionate about fashion and product communication. Designed to entice consumers within the fashion sector, it empowers students with hands-on expertise, research abilities, and analytical skills, fostering independent and self-reliant thinking. Aimed at creative individuals passionate about fashion promotion, the programme integrates theoretical knowledge with practical application, preparing graduates for diverse career paths within the fashion marketing, retail and media sectors.

Prospective applicants should possess a keen interest in fashion, marketing, and media, demonstrating a capacity for creative thinking and teamwork. Career prospects for graduates include roles in fashion marketing, visual merchandising, social media management, and content creation.

Programme Structure (360 Credits - NQF Level 6)

The Diploma in Fashion Merchandising, Marketing and Media programme consists of four major non-elective courses, namely, Fashion Theory, Merchandising, Marketing, and Media

PLEASE NOTE

All courses of the programme are compulsory, and credit bearing as indicated. No electives are offered.

FASHION THEORY

Consisting of Fashion History & Trend Analysis and Communication and Social Studies.

Develops an understanding of the social, political, economic and commercial constructs that influence the continuous evolution of fashion as a source of identity. The exploration of fashion's historical context leads to the development of the predictive tools required in the postulation of future fashion trends appropriate for commercial applications in the local and international fashion retail environments. A thorough understanding of commercially applicable communication methodologies is included in the theoretical discourse that underpins the fashion theory component of the diploma programme.

MERCHANDISING

Consisting of Retail Merchandise Management, Fashion Styling, Fashion Advising.

Develops an understanding of the key processes within the retail fashion environment, focusing on the store experience and customer engagement. The modules explore planning of resources within the global fashion

BUSINESS STUDIES

Consisting of *Business Principles and Practice, Marketing & Consumer Behaviour, Fashion Public Relations, Events Management and Work Integrated Learning (WIL)*.

This module develops the ability to research, conceptualise and create compelling merchandise experiences that maximise sales, supported by a strong understanding of brand building, advertising, marketing, and consumer behaviour within the fashion retail environment.

WORK INTEGRATED LEARNING (WIL)

- WIL is included in the third year of the programme, providing students with the opportunity to gain practical industry experience and deepen their understanding of the commercial fashion sector. It is undertaken during the June/July holiday period to allow for extended industry exposure.
- Work Integrated Learning (WIL) may take various forms including simulated learning, work- directed theoretical learning, problem-based learning, project-based learning and workplace- based learning. This experience will be invaluable to their fuller understanding of the fashion retail industry and may significantly contribute to developing first-hand knowledge and experience in support of deeper understanding of the commercial fashion environment.

MEDIA

Consisting of *Fashion Journalism, Computer Aided Design, Smartphone Photography & Videography*.

Develops the ability and personal characteristics to identify, initiate and engage with the creation of all fashion communication aspects pertaining to the promotion of retail fashion brands, encompassing written, verbal and visual communication tools applicable to the local and international commercial fashion retail environments and online sales platforms.

Mode of Instruction

Students on the Diploma in Fashion Merchandising, Marketing and Media at FEDISA engage with their studies in various ways, which may include theory sessions, practical sessions and independent studio sessions.

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 modules as Trend Analysis, Design History and Business studies, etc.

Practical sessions are conducted in 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. Modules here will typically include Styling etc.

Certain practical sessions may also be conducted in specialised studios, such as the computer laboratory on campus, in student micro-groups. Subjects here will typically include Computer Aided Design and smartphone photography.

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 modules of the Diploma in Fashion Merchandising, Marketing and Media. Studio sessions are also ideally suited to the conducting of independent enquiry, which will be a consistent requirement of studies at FEDISA.

Method of Assessment

The method of assessment is continuous evaluation, which will include both formative and summative assessment.

Course lecturers will assess all work internally and these evaluations will be moderated by an internal staff panel at the completion of each semester and by an independent subject specialist, at the completion of the exit level.

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

An academic transcript is issued following each semester, in June and December.

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

Minimum Duration of Studies

The Diploma in Fashion Merchandising, Marketing and Media programme can be completed in three years on a six-semester basis, where each semester includes Fashion Theory, Merchandising, Marketing & Media.

Career Opportunities

- Fashion Journalist
- Brand Campaign Developer
- Visual Merchandiser
- Market Researcher
- Social Media Manager

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 5 December each year.

Should you have missed this closing date, late applications will be considered until 30 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 Diploma in Fashion Merchandising, Marketing and Media prospective students must comply with certain minimum requirements.

Minimum Academic Requirements

- National Senior Certificate or international equivalent, with appropriate subject combinations and levels of achievement.
- A Higher Certificate or Advanced Certificate in a cognate field.
- 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.

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,
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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.

Application Process

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

- Certified copy of ID Document/Passport
- Certified copy of most recent exam results
- One (X1) black and white ID photo
- Application fee or proof of payment thereof
- Motivation Essay - All applicants are required to submit a 300-word motivation essay outlining why they wish to study at FEDISA.

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

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

BACHELOR OF ARTS IN FASHION

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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 (360 Credits - NQF Level 7)

Practical components of the programme run on a cycles, 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

Consisting of 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

Consisting of 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

Consisting of Business Principles & Practice, Fashion Retail Management, Production Management and Work Integrated Learning (WIL).

This module develops an understanding of the business environment and equips students with the skills to identify economic opportunities, analyse performance, and successfully launch small- to medium-sized enterprises. It incorporates key principles of fashion retail management, including merchandising, consumer engagement, and sales optimisation, as well as production management, focusing on planning, processes, and efficiency within the fashion value chain. Students are further prepared to compete effectively within both local and international design business arenas.

WORK INTEGRATED LEARNING (WIL)

- WIL is incorporated into the third year of the programme to provide students with practical industry experience and deepen their understanding of the commercial fashion environment. It is undertaken during the June/July holiday period to allow for extended exposure to industry practices.
- WIL may take various forms, including simulated learning, work-directed theoretical learning, problem-based learning, project-based learning, and workplace-based learning. This hands-on experience is invaluable for developing first-hand knowledge of the fashion retail sector and supports a deeper understanding of commercial fashion operations.

LIFESTYLES STUDIES

Consisting of 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.

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 & Pattern 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 5 December each year. Should you have missed this closing date, late applications will be considered until 30 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.

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 22 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

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 Admission Office via the online application portal:

- Certified copy of ID Document/Passport
- Certified copy of most recent exam results
- One (X1) black and white ID photo
- Application fee or proof of payment thereof
- Motivation Essay - All applicants are required to submit a 300-word motivation essay outlining why they wish to study at FEDISA.

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 October each year in order to facilitate study visa applications.

BACHELOR OF ARTS IN APPLIED FASHION RETAIL

Apply now at www.fedisa.co.za

BACHELOR OF ARTS IN APPLIED FASHION RETAIL

Overview

The Bachelor of Arts Degree in Applied Fashion Retail at FEDISA is a three-year programme meticulously crafted to immerse students in the dynamic realm of fashion retail. Tailored around the retail head office, it offers a comprehensive understanding of various departments crucial for retail success, from trend forecasting to supply chain management. Graduates emerge equipped with high-level skills in brand building, product management and sales enhancement within the fashion retail sector.

Ideal for the self-motivated, and analytical creative, this programme seeks individuals passionate about fashion, retail, and product management. It suits those with a keen eye for prevailing trends, cultural influences, and business practices. Career prospects include roles in retail management, merchandising, marketing, buying and sales, providing graduates with a competitive edge in the global fashion retail industry.

Prospective applicants should be enthusiastic about fashion, possess strong analytical skills, and demonstrate a knack for business innovation in retail contexts. This programme empowers individuals to navigate diverse facets of the fashion retail landscape, fostering independence and adaptability for varied career pathways within the industry.

Programme Structure (360 Credits - NQF Level 7)

The BA: Applied Fashion Retail degree programme consists of four major non-elective courses, namely, Fashion Theory, Merchandising, Marketing and Media, Business Administration. All components of this programme are accommodated on a weekly rotation. Certain components of this programme may be presented online in conjunction with on-campus studies.

FASHION THEORY

Fashion History & Trend Analysis, Communication and Social Studies.

Develops an understanding of the social, political, economic and commercial constructs that influence the continuous evolution of fashion as a source of identity. The exploration of fashion's historical context leads to the development of the predictive tools required in the postulation of future fashion trends appropriate for commercial applications in the local and international fashion retail environments. A thorough understanding of commercially applicable communication methodologies is included in the theoretical discourse that underpins the fashion theory component of the BA: Applied Fashion Retail degree.

MERCHANDISING

Fashion Buying & Sourcing, Fashion Merchandising.

Develops the understanding of the commercial fashion value chain and the strategic planning processes that underpin the ability to locate, evaluate, negotiate and critically review sources of merchandise and merchandise production within the local/global commercial fashion context through both practical and theoretical modelling of supply chain management, procurement, sales strategies and visual merchandising.

MARKETING & MEDIA

Computer Aided Design, Marketing

Develops the ability to research, conceptualise and create an optimally appealing merchandise experience for customers in order to maximise sales, through an in-depth understanding of the principles of brand building, advertising, public relation, events, marketing and consumer behaviour. Additionally, allowing for the development of key personal characteristics to identify, initiate and engage with the creation of all fashion communication aspects pertaining to the promotion of retail fashion brands, encompassing written, verbal and visual communication tools applicable to the local and international commercial fashion retail environments and online sales platforms.

BUSINESS ADMINISTRATION

Business Principles and Practices, Fashion Retail Management and Work Integrated Learning (WIL)

This module develops an understanding of the business environment and equips students with the skills to identify economic opportunities, analyse performance, and successfully launch small- to medium-sized enterprises. It incorporates key principles of fashion retail management, including merchandising, consumer engagement, and sales optimisation. Students are further prepared to compete effectively within both local and international design business arenas.

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- WIL may take various forms, including simulated learning, work-directed theoretical learning, problem-based learning, project-based learning, and workplace-based learning. This hands-on experience is invaluable for developing first-hand knowledge of the fashion retail sector and supports a deeper understanding of commercial fashion operations.

Mode of Instruction

Students on the BA Applied Fashion Retail at FEDISA engage with their studies in various ways, which may include theory sessions, practical sessions and independent studio sessions.

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 modules as Fashion Theory, Trend Analysis, Design History and Business Management, etc.

Practical sessions are conducted in 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. Modules here will typically include Store Layout, Floor Planning, Window Display, Brand Building and Advertising, etc.

Certain practical sessions may also be conducted in specialised studios, such as the computer laboratory on campus, in student micro-groups. Subjects here will typically include Computer Aided Design, etc.

Studio sessions are designed to allow students to devel-

op 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 modules of the BA Applied Fashion Retail. Studio sessions are also ideally suited to the conducting of independent enquiry, which will be a consistent requirement of studies at FEDISA.

Method of Assessment

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Career Opportunities

- Fashion Buyer
- Visual Merchandiser
- Merchandise / Supply-Chain Manager
- Sourcing Co-ordinator
- e-Commerce Manager

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