STADIO

HIGHER EDUCATION

SCHOOL OF FASHION

BACHELOR OF ARTS IN FASHION

NQF 7 | MINIMUM OF 360 CREDITS | SAQA ID: 117855 | MIN. 3 YEARS | MODE: CONTACT LEARNING

CAMPUSES: HATFIELD (PRETORIA) & RANDBURG (JOHANNESBURG)

CAREER OPPORTUNITIES

- BUSINESS OWNER RUNNING YOUR OWN BRAND
- SOCIAL MEDIA CONTENT WRITER
- FASHION DESIGNER
- BUYER FOR A RETAIL COMPANY
- TREND FORECASTER
- VISUAL MERCHANDISER
- STYLIST OF CONTEMPORARY FASHION AND FILM
- BRAND DEVELOPER
- FASHION PHOTOGRAPHER
- PATTERN MAKER
- AND SO MUCH MORE!

DESCRIPTION

STADIO's School of Fashion, offers a comprehensive 3-year Bachelor of Arts in Fashion degree that has long been preparing students for success across the entire fashion industry, spanning from haute couture to ready-to-wear and mass market. Our programme is known for its innovation and rigour, equipping graduates with the creative, strategic, and practical skills necessary for successful careers in fashion design, media, and buying.

With our strong industry connections, we provide students with first-hand exposure to the ever-evolving fashion landscape. Through our state-of-the-art studios and lecture rooms, we integrate real-world, project-based learning approaches, allowing you to explore specialised techniques and innovative methodologies in fashion-related work.

At the School of Fashion, you will acquire practical skills, establish valuable industry connections, and gain real-world experience in a supportive, creative, and professional environment. Collaborating with fellow passionate students from diverse sectors of the fashion industry, our curriculum emphasises leadership, teamwork, creativity, and effective communication.

You can choose from three elective streams: Fashion Design, Fashion Media, or Fashion Buying. Each elective within the Bachelor of Arts degree addresses a range of roles in the professional fashion field, including design, trend forecasting and analysis, styling, visual merchandising, textile development, marketing, and public relations, as well as buying, sourcing, or production. Whether you aspire to create groundbreaking garments or develop business solutions for top retailers, our programs cater to a variety of fashion career paths.

MODE OF DELIVERY - CONTACT LEARNING (BLENDED CONTACT)

The programme is offered in STADIO's **Blended Contact** mode of delivery. Contact learning is aimed at students who want to attend venue-based face-to-face classes at one of STADIO's campuses. The Blended Contact mode combines classroom and online learning and teaching in a manner that includes some flexibility, while optimising the time students spend on campus. Based on the nature of the module, each module utilises a unique combination of the following learning settings:
  • **Classroom:** Classroom sessions involve learning by doing, debating, arguing, trying, experimenting, practising, analysing, and sharing — all the skills students will need when they enter the world of work. Students will have the opportunity to contribute to the learning process and at the same time they will learn from the contributions of their fellow students. Class attendance of venue-based sessions is compulsory.
  • **Synchronous online:** These are live online teaching sessions facilitated by a range of lecturers from different campuses. STADIO believes in encouraging students to think and engage laterally and to consider different perspectives and this is what students will get from having different experts share their knowledge with them. Students will be advised of the date and time of the session at the start of the semester, and they may connect from the comfort of their home, or from any other venue. They may also come to campus to make use of the campus Wi-Fi to join these sessions. Some of the live online sessions may be recorded, while others will not. It depends on the nature of the session and the lecturer will advise students beforehand. The lecturer will also use these sessions for group work and for discussions. These sessions are also compulsory, as they are an integral part of the teaching programme.
  • **Asynchronous online:** These are recorded lectures which students will watch in their own time, but within the timelines provided in the course environment. In these short sessions, the lecturers will explain the theoretical concepts and they will work through examples, etc. Students enjoy the benefit of watching these important sessions repeatedly during the semester, as they prepare for their assessments.

Students will find a detailed timetable indicating the combination of sessions on the learning management system (Canvas) at the start of the semester. This will enable them to plan their schedule ahead of time, and to optimise travelling arrangements to and from the campus.

Contact learning is suited to students who are able to attend and are interested in participating in face-to-face classes on a physical campus and who want to become part of a campus community with all the activities that go with being on the campus. It is important to realise that class attendance is compulsory and students must commit to regularly attend classes on campus if they want to be successful and derive the best benefits of contact learning.

ARTICULATION POSSIBILITIES

Students graduating from the Bachelor of Arts in Fashion may articulate into an Honours programme in a cognate field. Applicants will be required to meet the selection criteria of the programme.

STADIO

OUTCOMES

The qualifying student will beable to:

1. Gather, evaluate and validate information obtained from the fashion industry, in order to determine industry needs and solve complex problems for the industry within various sectors
2. Develop, implement and evaluate strategies for the production, merchandising and consumption of fashion products within various sectors of the fashion industry
3. Apply innovative, creative and conceptual processes for the purpose of expanding and growing essential components of the fashion industry
4. Interact effectively with others in variable and unfamiliar fashion contexts, responsibly and ina self-directed manner
5. Effectively enter into the associated vocational or professional fashion environments (at different levels) with the ability to contribute to the broader transformation of the South African economic and cultural context, while also beingable to operate in the global context
6. Demonstrate theoretical competency (i.e. theories and methodologies) and entry-level procedural knowledge (i.e. application) to operate as a fashion practitioner in a broad range of commercial fashion contexts
7. Demonstrate the practical skills and theoretical competencies to operate as afashion practitioner (vocational/craft based or professional) at the target level for allvocational or professional (4th generation) contexts that constitute the world-of-fashion-work
8. Extend his/her vocational or professional capacity beyond a singlearea of competency, thereby providing greater opportunities for employment and life-long learning

ADMISSION REQUIREMENTS

The admission criteria for the Bachelor of Arts in Fashion are:

- **A National Senior Certificate (NSC) with admission to Bachelor's studies and a minimum of 45% for English as a first or additional language. A Bachelor's pass on the NSC requires an achievement of a minimum of 50% in four 20-credit subjects (excluding Life Orientation).**
- **Candidates with an NSC applying for the Buying Elective further require a minimum of 50% in Mathematics or a minimum of 70% in Mathematical Literacy**
- **A National Certificate (Vocational) with a minimum of 60% in three fundamental subjects including English, and a minimum of 70% in four vocational subjects**
- **The STADIO, Higher Certificate in Fashion Retail (NQF 5); or Higher Certificate in Fashion (NQF 5); Higher Certificate in Digital Marketing Practice (NQF 5);**
- **The STADIO, Higher Certificate in Photography (NQF 5); or**
- **A Higher Certificate (NQF 5), Advanced Certificate (NQF 6) or Diploma (NQF 6) in the field of fashion or commerce**

ADDITIONAL ADMISSION REQUIREMENTS

Candidates who matriculated prior to 2008 require:

- **A Senior Certificate (SC) with endorsement and a minimum of 45% for English as a first or second language**
- **Art or Design as a school subject is not required, but is deemed an advantage**

SPECIFIC REQUIREMENTS

ACCESS TO TECHNOLOGY:

STADIO provides students with materials, resources, assessments (including online tests and quizzes), discussion opportunities and several administrative services via its student administration and learning environments.
Having access to the above online facilities is essential for efficient communication, learning and success. You will need continuous access to study, using the resources mentioned above, and accessing and submitting some assessments.

EQUIPMENT REQUIREMENTS:

- **Smart Device for Online Learning**
- **USB**
- **Various consumables (pens, paper, other stationery) to be purchased and replenished throughout the year as needed**

MINIMUM SYSTEM REQUIREMENTS:

- **Reliable broadband internet access (Wi-Fi available at all our campuses, but you may prefer access from home as well)**
- **Firefox/Internet Explorer/Chrome web browser**
- **Microsoft Word**
- **PDF Viewer**
- **Ability to scan and upload documents**
- **Email/cellphone for notification and communication**

DESIGN ELECTIVE EQUIPMENT REQUIREMENTS

- **Creative Design kit**
- **Garment Construction kit**
- **Pattern Design kit**
- **Technical Drawing kit**
- **Brother Sewing Machine included**

MEDIA ELECTIVE EQUIPMENT REQUIREMENTS

- **Make-up kit**
- **Digital camera**

STUDENT SUPPORT FOR CONTACT LEARNING STUDENTS

C4SS - CENTRE FOR STUDENT SUCCESS
The Centre for Student Success supports students with academic, psychological and financial wellness.

SSS - STUDENT SUPPORT SERVICES
Student Support Services is the first port of call for all student queries and requests, they can channel your requests to the right individuals.

DESIGN ELECTIVE

CAREER OPPORTUNITIES

- BUSINESS OWNER RUNNING YOUR OWN BRAND
- CAD DESIGNER / TECHPACK DESIGNER
- FASHION DESIGNER
- WARDROBE DESIGNER (FILM/TELEVISION)
- TREND ANALYST
- EDUCATOR / LECTURER
- GARMENT TECHNOLOGIST
- ILLUSTRATOR
- PATTERNMAKER
- PRODUCTION MANAGER

DESCRIPTION

The Fashion Design elective immerses you in the art of creating clothing, encompassing essential research skills that drive inspiration and a deep understanding of manufacturing processes and techniques. This elective is highly practical, allowing you to engage in design thinking and explore innovative problem-solving approaches. Through hands-on experiences, you will develop your skills by physically exploring form, silhouette, materials, and the entire garment production process

CURRICULUM OUTLINE

	1st YEAR	2nd YEAR	3rd YEAR
Compulsory (All)	Creative Design BCRD151 (19 credits)	Computer Literacy and Design BCLD261 (16 credits)	Computer Literacy and Design BCLD371 (18 credits)
	End-User Computing EUC152 (10 credits)	Creative Design BCRD261 (20 credits)	Creative Design BCRD371 (25 credits)
	Fashion Brand Communication BFBC151 (12 credits)	Fashion Technology BFTC262 (10 credits)	Experiential Learning BEXL372 (10 credits)
	Fashion Theory BFTH152 (7 credits)	Fashion Theory FTH02 (14 credits)	Fashion Theory FTH372 (10 credits)
	Garment Construction BGRC151 (17 credits)	Garment Construction BGRC261 (25 credits)	Garment Construction BGRC371 (28 credits)
	Pattern Design BPTD151 (17 credits)	Pattern Design BPTD261 (25 credits)	Pattern Design BPTD371 (35 credits)
	Technical Drawing TDR152 (10 credits)	Trend Analysis BTAN261 (10 credits)	
	Textiles and Fashion BTAF152 (14 credits)		
	Trend Analysis BTAN151 (14 credits)		
CREDITS P/YEAR	120	120	126

* Some of the modules are semesterised and will be communicated at Registration

COMPUTER LITERACY AND DESIGN

Computer Literacy & Design facilitates the practical skills to employ computer technology as a creative design tool. Students will be able to use these computer design skills to generate, analyse, edit and refine creative concepts that align with the requirements of the world of work that extends beyond the context of the fashion industry.

CREATIVE DESIGN

Creative Design explores the principles and elements of design in preparation for the construction of the garment extending from ready-to-wear to Avant-Garde styles. Students will continue to enhance and refine their design skills throughout the programme. The amalgamation of these conceptual skills will realise the design of a complete range directed at a specific target market.

END-USER-COMPUTING

Microsoft Office Suite, equipping them with the necessary skills to proficiently utilise standard MS Office practices relevant to the fashion industry.

EXPERIENTIAL LEARNING

Experiential Learning allows students to apply their knowledge and skills within the occupational fields of fashion design, pattern design and garment construction. Students are placed in the world of work to complete internships through institutional partnership arrangements in fashion design, retail and manufacturing companies.

FASHION BRAND COMMUNICATION

Students will gain insight into the world of fashion branding and its characteristics. By understanding the key terms and processes of marketing and branding, students will learn how to recognise, evaluate, and apply the core functions of marketing and branding in the broader fashion context

FASHION TECHNOLOGY

This module will introduce students to the fundamental principles of industry-appropriate pattern-making software tools while building on knowledge gained from Pattern Design and Garment Construction. The students will learn how to use pattern-making software (such as Lectra or CLO3D) and will be able to practice this process during classes. Students will be provided with insight into different digital solutions used by the industry for the purpose of design and pattern-making. They will develop the insight to comment on the usefulness of these tools in relation to their own designs.

FASHION THEORY

Fashion Theory focuses on developing students' critical analysis of fashion as a theoretical construct. Students are guided through appropriate research methodologies to be able to discuss sociological, cultural, economic and philosophical factors that influence fashion. This module challenges students to debate fashion as a form of visual communication, identity, concept, and phenomenon.

GARMENT CONSTRUCTION

Garment Construction facilitates and develops the practical skills required for the construction of a garment. These skills include fabric application, sewing and finishing techniques. Students will continuously understand how different fabrics influence construction techniques, machine specifications, trims and decorative elements. The garment construction practicum will allow students to achieve the desired silhouette, proportion, fit and detail within the context of specific market-related fashion categories.

PATTERN DESIGN

Pattern Design will develop students' ability to interpret design information into two-dimensional patterns effectively. This design component will allow students to construct a garment's silhouette accurately, proportion, fit and detail according to industry-related pattern practices. These practices support the commercial standards for creating commercially viable patterns for specific fashion categories.

TECHNICAL DRAWING

Technical drawing equips students to analyse, interpret and translate a wide range of clothing design information into reliable technical drawings used in the pattern and garment production processes. This module also instils in students the correct jargon (specific garment terminology and fashion vocabulary) that further develops the holistic fashion professional.

TEXTILES AND FASHION

Textiles and Fashion introduce students to the creative, technical, commercial and technological applications of fabrics used in the fashion industry. Textiles are seen as the artistic paint palette that fashion practitioners utilise for their technical and aesthetic characteristics. This module supports students to become proficient in selecting, discussing and defending the relationship between textiles and the fashion industry.

TREND ANALYSIS

Trend Analysis allows students to analyse the current developments in the industry to determine future trends. These developments are found in creative, technological, sociological, cultural, economic and philosophical contexts. Students are equipped with trend specific methodologies to disseminate micro and macro trends within the fashion context.

MEDIA ELECTIVE

CAREER OPPORTUNITIES

- STYLIST OF CONTEMPORARY FASHION AND FILM
- BRIDAL AND CATWALK MAKE-UP ARTIST
- FASHION PHOTOGRAPHER
- SOCIAL MEDIA CONTENT WRITER
- INFLUENCER
- VISUAL MERCHANDISER
- WARDROBE DESIGNER (FILM/TELEVISION)
- BRAND STRATEGIST
- FASHION JOURNALIST
- VIDEOGRAPHER

DESCRIPTION

The Fashion Media Elective centres around the art of styling and presenting fashion across diverse platforms. It involves employing innovative and collaborative practices to develop a distinct style that can be seamlessly applied to professional styling, visual merchandising, and consulting across various fashion media roles and practices within the industry.

CURRICULUM OUTLINE

	1st YEAR	2nd YEAR	3rd YEAR
Compulsory (All)	Beauty Make-Up Application BBMA152 (9 credits)	Computer Literacy and Design BCLD261 (16 credits)	Computer Literacy and Design BCLD371 (18 credits)
	Corrective Make-Up Application BCMA152 (9 credits)	Fashion Broadcasting BFBR262 (12 credits)	Digital Fashion Marketing BDFM371 (15 credits)
	End-User Computing EUC152 (10 credits)	Fashion Public Relations BFPR262 (12 credits)	Experiential Learning BEXL372 (10 credits)
	Fashion Brand Communication BFBC151 (12 credits)	Fashion Theory FTH02 (14 credits)	Fashion Media BFMD371 (22 credits)
	Fashion Media BFMD151 (18 credits)	Fundamentals of Digital Fashion Photography BDPH262 (9 credits)	Fashion Photography BFPH371 (20 credits)
	Fashion Theory BFTH152 (7 credits)	Introduction To Fashion Photography BFPH262 (9 credits)	Fashion Theory FTH372 (10 credits)
	Styling STL152 (8 credits)	Make-Up BMKP261 (18 credits)	Trend Analysis BTAN371 (10 credits)
	Trend Analysis BTAN151 (14 credits)	Trend Analysis BTAN261 (10 credits)	Visual Merchandising BVMR371 (20 credits)
	Videography for Social Media BVSM151 (20 credits)	Visual Communication in Retail VCR262 (10 credits)	
	Visual Merchandising BVMR151 (15 credits)	Window Display Design BWDD262 (10 credits)	
CREDITS P/YEAR	122	120	125

* Some of the modules are semesterised and will be communicated at Registration

BEAUTY MAKE-UP APPLICATION

Beauty Make-up Application is a first-year module that facilitates a range of visual elements and techniques that equip the students to apply a prescribed beauty make-up on dark and light skin tones. Emphasis is placed on the execution and practice of professional ethics, etiquette and workmanship that align with industry standards.

COMPUTER LITERACY AND DESIGN

Computer Literacy & Design facilitates the practical skills to employ computer technology as a creative design tool. Students will be able to use these computer design skills to generate, analyse, edit and refine creative concepts that align with the requirements of the world of work that extends beyond the context of the fashion industry.

CORRECTIVE MAKE-UP APPLICATION

Corrective Make-up Application is a first-year module that focuses on the key theoretical principles of corrective make-up for skin, face, eye, and lip shape classifications. Students will practically explore how to correct and enhance facial features and proportions using technical and creative applications. These industry-specific applications include colour mixing, colour matching, highlighting and contouring.

DIGITAL FASHION MARKETING

The purpose of this module is to provide students with digital marketing skills. Students need to understand how decisions and choices are made in the digital marketing world. Digital marketers must ensure that brand engagement leads to turnover and revenue. This module will highlight how digital marketing affects visibility, embraces new technology and communicates to target audiences. Students will understand how a brand should consider various channels in terms of what can and should be communicated on each.

END-USER-COMPUTING

Microsoft Office Suite, equipping them with the necessary skills to proficiently utilise standard MS Office practices relevant to the fashion industry.

EXPERIENTIAL LEARNING

Experiential Learning allows students to apply their knowledge and skills within the occupational fields of fashion media, styling, photography and make-up. Students are placed in the world of work to complete internships through institutional partnership arrangements in fashion media, design and manufacturing companies.

FASHION BRAND COMMUNICATION

Students will gain insight into the world of fashion branding and its characteristics. By understanding the key terms and processes of marketing and branding, students will learn how to recognise, evaluate, and apply the core functions of marketing and branding in the broader fashion context.

FASHION BROADCASTING

Fashion Broadcasting is a second-year module that develops an informed understanding of the core areas of local fashion media. This module explores the need to establish benchmark practices in podcasts, fashion blogs, visual catwalk reports, fashion marketing and journalism (print or digital). Students will develop the necessary practical skills that align with industry trends within the fashion media context.

FASHION MEDIA

Fashion Media at a first-year level will develop a basic understanding of how representation works in the context of fashion media. Students will explore specific skills and practices related to blogging that includes writing posts and interacting with online media. At a third-year level, students will explore the idea of fashion film as a concept. This invites creativity and conceptual playfulness to communicate ideas through the production and editing of fashion films.

FASHION PHOTOGRAPHY

Fashion Photography builds on second-year modules, Introduction to Photography and Fundamentals of Digital Fashion Photography, and focuses on developing students' understanding of principles, techniques and terminology of studio fashion photography practice.
Students conceptualise and execute the fashion story through research in related fields such as popular culture, art, music, theatre and create visually arresting fashion images.

FASHION PUBLIC RELATIONS

Fashion Public Relations (PR) is a second-year module that develops the skill set required for the PR office. This includes effective written communication as key to this media practice, including the PR KIT: press release, advertising blurbs, marketing material, and communication strategies.

FASHION THEORY

Fashion Theory focuses on developing students' critical analysis of fashion as a theoretical construct. Students are guided through appropriate research methodologies to discuss sociological, cultural, economic and philosophical factors that influence fashion. This module challenges students to debate fashion as a form of visual communication, identity, concept, and phenomenon.

FUNDAMENTALS OF DIGITAL FASHION PHOTOGRAPHY

Fundamentals of Digital Fashion Photography is a second-year module that focuses on integrating principles, techniques and processes of digital photography. This module teaches students to work with studio equipment and apply portrait and beauty lighting, fashion lighting, and soft and hard lighting to fashion shoots.

INTRODUCTION TO FASHION PHOTOGRAPHY

Introduction to Fashion Photography is a second-year module that introduces students to basic principles, techniques and terminology that underpin the function and application of digital photographic practices. Students will technically explore shutter speeds, ISO and apertures. Simultaneously, students will begin to focus on developing appropriate composition skills.

MAKE-UP

Make-up is a second-year module that facilitates creative problem-solving within make-up application methods and procedures. Students will be working according to a client brief and tasked to create advanced applications of key make-up looks using their signature style. This industry simulation will develop the students' ability to think conceptually and solve problems creatively.

STYLING

Styling explores creative design elements, personal branding and visual communication that align with the skill set of a professional stylist. Students will be able to style in accordance with the needs of a client and will be able to propose "looks" that align with the current fashion trends within the local and global contexts.

TREND ANALYSIS

Trend Analysis allows students to analyse the current developments in the industry to determine future trends. These developments are found in creative, technological, sociological, cultural, economic and philosophical contexts. Students are equipped with trend specific methodologies to disseminate micro and macro trends within the fashion context.

VIDEOGRAPHY FOR SOCIAL MEDIA

This module aims to induct students into the basic principles of video filming and editing for social media platforms (YouTube, TikTok and Instagram). Students will use smartphone cameras to capture motion imagery while adhering to static photography's fundamental principles and elements. Students will create engaging visual content within a marketing context as per the specifications of relevant social media platforms.

VISUAL COMMUNICATION IN RETAIL

Visual Communication in Retail is a second-year module that focuses on applying relevant encoding and decoding communication models to targeted marketing messages in window displays. Students will have to incorporate these communication models with the elements and principles of design to construct eye-catching window displays that communicate a branded message to a defined target market.

VISUAL MERCHANDISING

Visual Merchandising develops the students' understanding of the role of visual merchandising within the fashion retail sector. This visual skill supports retail strategies of communicating with the customer to promote selling and sensory engagement.

WINDOW DISPLAY DESIGN

Window Display Design is a second-year module that guides the students to present a concept for brand approval in accordance with industry practices. Students will also conceptualise a window design by applying visual communication techniques that support effective marketing in promotional window displays.

CAREER OPPORTUNITIES

- BUYER FOR A RETAIL COMPANY
- EDUCATOR / LECTURER
- TREND ANALYST / FORECASTER
- MERCHANDISER FOR A RETAIL COMPANY
- ONLINE RETAILER
- BRAND STRATEGIST
- VISUAL MERCHANDISER
- DIGITAL FASHION MARKETER

DESCRIPTION

The Fashion Buying Elective delves into the realm of fashion industry-related buying and promotional strategies, with a specific focus on the intersection of creativity, finance, and technology. This elective fosters critical thinking, creative problem-solving, and collaborative teamwork to cultivate skills in comprehending consumer behavior, analysing brands, navigating retail and manufacturing processes, and executing effective marketing strategies. By honing these skills, graduates are equipped to thrive in diverse business roles within the dynamic fashion industry.

CURRICULUM OUTLINE

	1st YEAR	2nd YEAR	3rd YEAR
Compulsory (All)	Business Mathematics BBM152 (10 credits)	Buying and Merchandising BAM02 (20 credits)	Buying and Merchandising BAM03 (22 credits)
	Buying and Merchandising BAM01 (18 credits)	Computer Literacy and Design BCLD261 (16 credits)	Computer Literacy and Design BCLD371 (18 credits)
	End-User Computing EUC152 (10 credits)	Fashion Practice FPR02 (16 credits)	Digital Fashion Marketing BDFM371 (15 credits)
	Fashion Brand Communication BFBC151 (12 credits)	Fashion Theory FTH02 (14 credits)	Experiential Learning BEXL372 (10 credits)
	Fashion Practice FPR01 (16 credits)	Merchandising Costing and Planning BMCP261 (16 credits)	Fashion Theory FTH372 (10 credits)
	Fashion Theory BFTH152 (7 credits)	Supply Chain Management SCM02 (8 credits)	Merchandising Costing and Planning BMCP371 (15 credits)
	Styling STL152 (8 credits)	Trend Analysis BTAN261 (10 credits)	Trend Analysis BTAN371 (10 credits)
	Textiles and Fashion BTAF152 (14 credits)	Visual Communication in Retail VCR262 (10 credits)	Visual Merchandising BVMR371 (20 credits)
	Trend Analysis BTAN151 (14 credits)	Window Display Design BWDD262 (10 credits)	
	Visual Merchandising BVMR151 (15 credits)		
CREDITS P/YEAR	124	120	120

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BUSINESS MATHEMATICS

This foundation-level module aims to provide students with an understanding of and an ability to apply a range of mathematical techniques to real-world situations in a quantitative manner. The module emphasises using basic principles of mathematics to summarise and analyse data from diagrams and distributions. Students are also introduced to basic forecasting techniques, including time-series analysis, and to perform calculations of simple and compound interest

BUYING & MERCHANDISING

Buying & Merchandising develops students' theoretical and practical knowledge of retail buying and merchandising principles related to retail fashion buying. Focus is also placed on students' strategic understanding of buying and merchandising strategies, plans, and processes within this fashion industry sector.

COMPUTER LITERACY AND DESIGN

Computer Literacy & Design facilitates the practical skills to employ computer technology as a creative design tool. Students will be able to use these computer design skills to generate, analyse, edit and refine creative concepts that align with the requirements of the world of work that extends beyond the context of the fashion industry.

DIGITAL FASION MARKETING

The purpose of this module is to provide students with digital marketing skills. Students need to understand how decisions and choices are made in the digital marketing world. Digital marketers must ensure that brand engagement leads to turnover and revenue. This module will highlight how digital marketing affects visibility, embraces new technology and communicates to target audiences. Students will understand how a brand should consider various channels in terms of what can and should be communicated on each.

END-USER-COMPUTING

Microsoft Office Suite, equipping them with the necessary skills to proficiently utilise standard MS Office practices relevant to the fashion industry.

EXPERIENTIAL LEARNING

Experiential Learning allows students to apply their knowledge and skills within the occupational fields of fashion buying, merchandising and marketing. Students are placed in the world of work to complete internships through institutional partnership arrangements in fashion retail and manufacturing companies.

FASHION BRAND COMMUNICATION

Students will gain insight into the world of fashion branding and its characteristics. By understanding the key terms and processes of marketing and branding, students will learn how to recognise, evaluate, and apply the core functions of marketing and branding in the broader fashion context.

FASHION PRACTICE

Fashion Practice prepares graduates for entry into the commercial world of fashion production. This module focuses on the required skillsets of basic production practices that include: coordination, merchandising, grading and product development.

FASHION THEORY

Fashion Theory focuses on developing students' critical analysis of fashion as a theoretical construct. Students are guided through appropriate research methodologies to be able to discuss sociological, cultural, economic and philosophical factors that influence fashion. This module challenges students to debate fashion as a form of visual communication, identity, concept, and phenomenon.

STADIO

STADIO is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997. Registration Number 2008/HE07/004.
DISCLAIMER: The content of this brochure is accurate at the time of publication. STADIO reserves the right to change the programme content due to changes in legislation, as well as for market requirements and other reasons. Notice of such changes will be published on our website.

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MERCHANDISING

Costing and planning Merchandising Costing and Planning develops students' ability to use mathematical calculations within the buying context. Students will be guided to utilise specific calculations and planning principles to formulate strategic business decisions within a buying context.

STYLING

Styling explores creative design elements, personal branding and visual communication that align with the skill set of a professional stylist. Students will be able to style in accordance with the needs of a client and will be able to propose "looks" that align with the current fashion trends within the local and global contexts.

SUPPLY CHAIN MANAGEMENT

The module includes technical topics (logistics, distribution channels, supply chain systems and techniques, supply chain design and omnichannel fulfilment), but it also includes broader themes of business that consider SCM activities in the context of overarching strategic decision-making (globalisation and the importance of sustainability and CSR (Corporate Social Responsibility). The student will be able to use these skills and knowledge sets as complementary in a fashion planner role.

TEXTILES AND FASHION

Textiles and Fashion introduce students to the creative, technical, commercial and technological applications of fabrics as used in the fashion industry. Textiles are seen as the artistic paint palette that fashion practitioners utilise for their technical and aesthetic characteristics. This module supports students to become proficient in selecting, discussing and defending the relationship between textiles and the fashion industry.

TREND ANALYSIS

Trend Analysis allows students to analyse the current developments in the industry to determine future trends. These developments are found in creative, technological, sociological, cultural, economic and philosophical contexts. Students are equipped with trend specific methodologies to disseminate micro and macro trends within the fashion context.

VISUAL COMMUNICATION IN RETAIL

Visual Communication in Retail is a second-year module that focuses on applying relevant encoding and decoding communication models to targeted marketing messages in window displays. Students will have to incorporate these communication models with the elements and principles of design to construct eye-catching window displays that communicate a branded message to a defined target market.

VISUAL MERCHANDISING

Visual Merchandising develops the student's understanding of the role of visual merchandising within the fashion retail sector. This visual skill supports retail strategies of communicating with the customer to promote selling and sensory engagement.

WINDOW DISPLAY DESIGN

Window Display Designis a second-year module that guides the students to present a concept for brand approval in accordance with industry practices. Students will also conceptualise a window design by applying visual communication techniques that support effective marketing in promotional window displays.

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SCHOOL OF FASHION

BACHELOR OF ARTS IN FASHION

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CAMPUSES: HATFIELD (PRETORIA) & RANDBURG (JOHANNESBURG)

FEES & PAYMENT OPTIONS

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