

2025

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 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) and the Bachelor of Arts Honours: Fashion degree (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 **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** and the **Bachelor of Arts Honours: Fashion** degree as per qualification identity number: **97395**

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 |
| G. Bird | - Director of Operations |
| K. Gush | - Director of Academics |
| K. Gqada | - Director of Student Affairs |
| J. Starkey | - Campus Manager |
| C. Dolan | - Operations Manager |
| P. Coetzee | - Management Accountant |
| M. Hanauer | - Marketing & Sales Manager |
| L. Uhlíkova | - Programme Manager |
| S. Salie | - Programme Manager |
| N. Sibozo | - Office Manager |

Academic

- | | |
|--------------------------------|-------------------------------------------|
| M. Metcalfe | - Masters of Fashion Design |
| C. Maree | - BSc: Clothing Retail Management |
| W. Lourens | - MA.Tech in Fashion |
| L. van Staden | - BA: Fashion / PG Dip: Digital Marketing |
| M. Brink | - BSc: Clothing Retail Management |
| M. Rayner | - BA: Fashion |
| L. Kotze | - BA: Fashion |
| N. Pereira | - MA: Fine Arts |
| T. Burgess | - BA Honours: Gender Studies |
| J. Lillienfeldt-Hartman | - B.Tech: Journalism & Communication |

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.
- Please note that the full tuition fee is payable prior to registration.
- 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.

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 29th of November 2024 in order to ensure that required documentation is finalized prior to the beginning of student registration.

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 does not offer on campus psychological counselling but 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.



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Diploma In Fashion Merchandising,
Marketing & Media

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

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 context through both practical and theoretical modelling of resource planning, sales strategies and visual merchandising.

MARKETING

Consisting of Business Principles and Practice, Marketing & Consumer Behaviour, Fashion Public Relations & Events Management

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, marketing and consumer behaviour as associated sales drivers within the fashion retail experience.

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.

WORK INTEGRATED LEARNING (WIL)

WIL is included at various levels and intervals 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.

Students also work closely with the academic staff and programme facilitators, which allows for continuous student/lecturer interactions and feedback sessions are undertaken throughout the academic process.

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 and Photographic Studio on campus, in student micro-groups. Subjects here will typically include Computer Aided Design and Fashion Photography/Videography - Smart Phone, 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 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.

The **WIL (Work Integrated Learning)** is undertaken during the **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.

Career Opportunities

The business of fashion is one of today's most exciting industries. From retailing and display design to publishing and high-level retail management, it's a dynamic, fast-paced field with a vast array of career possibilities.

- 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 5 February 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.

Admission to all programmes is subject to the submission of the required portfolio and a rigorous selection process.

Required Secondary School Subjects

No specific subjects are required at secondary school level for admission to FEDISA. While art, design and mathematics are an advantage, they are not a requirement.

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
- Application fee or proof of payment thereof

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 28 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:

1. ESSAY

Compile a **500 word typed essay** exploring a recent trend you've noticed on social media that influences fashion. Your essay should demonstrate your understanding of how this trend has emerged, its impact on fashion choices, and its relevance in today's society.

2. MOODBOARD

Create a moodboard that visually represents the essence of your essay on the social media fashion trend. Utilize images, colors, textures, and typography to convey the mood, aesthetic, and key elements of the trend. Your moodboard should provide a visual



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BA Degree In
Fashion Design

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, detail-oriented 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 who thrive in fast-paced environments, possess excellent communication skills, and demonstrate a willingness to continuously adapt to emerging trends and technologies. Career prospects for graduates include roles in fashion design, product development, merchandising, brand management, fashion entrepreneurship, and related fields, 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, Colour Theory 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 & Textile 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 computer literacy 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 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 Design
- 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 5 December each year.

Should you have missed this closing date, late applications will be considered until 5 February, 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 the submission of the required portfolio and a rigorous selection process.

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

Required Secondary School Subjects

No specific subjects are required at secondary school level for admission to FEDISA. While art, design and mathematics are an advantage, they are not a requirement.

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
- Application fee or proof of payment thereof

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

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Requirements for Portfolio Submissions

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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 Task Instructions:

1. Essay

Express your comprehension and involvement in the realm of fashion in a **500 word typed essay**. Share your personal narrative, interests, and aspirations within the field. Your essay should be no longer than one typed page.

2. Moodboard

Construct a captivating A3 mood board that captures the essence of a selected trend or theme. Employ a mix of visuals, prints, and descriptive language to convey the inspiration behind your storyboard or collection. Ensure clarity in your images to avoid blurriness or pixelation.

3. Storyboard

Craft an A3 storyboard showcasing a unique fashion figure design of your creation. Utilize color and optionally fabric swatches to enhance your illustration. Templates for figures can be found online if needed.



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BA Degree In Applied
Fashion Retail

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

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 and Fashion Retail Management

Develops entrepreneurs and business administrators in leadership and management of small and medium size enterprises, with a focus on the processes and economic activity in the fashion retail sector, nurturing an understanding of the business environment and ability to view the world as an economic opportunity.

WORK INTEGRATED LEARNING (WIL)

WIL is included at various levels and intervals 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 June/July vacation period in order to facilitate an extended industry engagement, as well as at certain in-term intervals where applicable. The Work Intergrated Learning process takes place at exit level over 15 consecutive working days.

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 and Photographic Studio on campus, in student micro-groups. Subjects here will typically include Computer Aided Design, 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 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

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 Buyer
- Visual Merchandiser
- Merchandise / Supply-Chain Manager
- Sourcing Co-ordinator
- e-Commerce 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 5 February 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 have made their decision. This is usually within 14 days of a complete application being submitted.

Placements are awarded on a first-come, first-serve basis, to qualifying candidates.

Minimum Requirements

In order for applicants to be considered for the BA in Applied Fashion Retail, 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 the submission of the required portfolio and a rigorous selection process.

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

Required Secondary School Subjects

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

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
- Application fee or proof of payment thereof

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 28 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 Task Instructions:

1. Essay

Compose a 1 page typed essay discussing your comprehension of retail within South Africa. Emphasize a significant trend in the retail industry and its effects. Your essay should be clear and concise, demonstrating your understanding of the subject matter.

2. Moodboard

Create a moodboard that visually represents the ideas discussed in your essay. Use images, colors, and textures to convey the key trend and its impact on the retail landscape in South Africa. Ensure that your moodboard effectively captures the essence of your written analysis.



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BA Honours Degree
In Fashion

BACHELOR OF ARTS HONOURS IN FASHION

Overview

FEDISA's Bachelor of Arts Honours: Fashion degree will facilitate academic discourse around theories and concepts relating to political, economic, societal and psychosocial, technological, legal and environmental issues pertaining to contemporary and future fashion shifts.

The programme is designed for the accomplished creative business-orientated person, who has a passion

for research, particularly in fashion and its related fields, such as prevailing trends, cultural influences, production technology, and eco-awareness.

Emphasis is placed on the research and analytical development of the candidate, to successfully integrate new concepts into established commercial sectors of the fashion and design economies.

Programme Structure

The programme structure, content and assessment methodology are outlined below.

Integrated Research Methodology

Focus: On research questions, planning a research proposal, qualitative research processes, quantitative research processes, designing surveys and questionnaires and the language of research (writing and presenting essays, seminar papers, business proposals and dissertations).

Fashion Value Chain Link 1 - Trend Forecasting

Focus: Analyses the impact of social, cultural and psychosocial dynamics on trend forecasting.

Fashion Value Chain Link 2 - Manufacturing and Distribution

Focus: On analysing the current impact of global economic dynamics on manufacturing and distribution in the fashion industry.

Fashion Value Chain Link 3 - Fashion Retail

Focus: Analyses the impact of global and national political and economic dynamics on fashion retail.

Fashion Value Link 4 - Fashion Marketing

Focus: Contemplates the impact of global social, cultural and psychosocial dynamics on marketing and advertising in the fashion industry.

Work Integrated Learning

Focus: Will require students to identify, initiate and engage with a chosen area of interest that will contribute to the final mini-dissertation. Students will conduct action research in an actual industry setting, and will document their findings.

Mini-Dissertation

Focus: Requires students to write a comprehensive mini-dissertation sparked by content explored in modules two to five. Students will also be expected to incorporate action research conducted in a fashion industry setting.

Mode of Instruction

- All academic classes take place online exclusively
- Independent self study of specially prepared materials will constitute 30% of the learning activity.
- Work Integrated learning will constitute 10% of the learning activity.
- One-on-one supervision of each candidate's research dissertation will constitute 20% of the learning activity.

Method of Assessment

The method of assessment is continuous evaluation, which will include both formative and summative assessment. Course supervisors will assess all work internally and these evaluations will be moderated at the completion of each module. An independent external subject specialist will moderate all final assessments, at the completion of each semester.

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

It is important to note that the course work in semester one must each be passed with a minimum of 50%, in order to proceed to the research paper in semester two. A student may not progress to research paper until the course work component has been successfully completed.

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

Minimum Duration of Studies

The BA Honours: Fashion programme can be completed in one year on a two-semester basis, where semester one includes Research Methodology and course work and semester two, the supervised research paper. The Work Integrated Learning (Internship)) is undertaken during the June/July vacation period in order to facilitate an extended industry engagement.

Career Opportunities

- Research & Development
- Fashion Analyst
- Fashion Merchandising Manager
- Fashion Academic
- Fashion Researcher

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 15 February 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 outcome of the application will be communicated to you once the FEDISA Academic Advisory Council has made its decision.

Minimum Requirements

In order for applicants to be considered for the BA Honours: Fashion degree programme offered by FEDISA, prospective candidates must comply with certain minimum requirements.

Minimum Academic Requirements

- Bachelor's Degree in Fashion, Fashion Design or related design field with a minimum 60% aggregated pass at the exit level.
- Recognition of Prior Learning.

Language Requirements

Applicants must keep in mind that English is the primary medium of tuition and assessment at FEDISA and that candidates 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 an entrance evaluation and a rigorous selection process. Meeting the minimum academic and language requirements will not necessarily ensure admission to the programme.

Recognition of Prior Learning (RPL)

Individuals seeking entry to a higher qualification through the Recognition of Prior Learning (RPL) pathway must satisfy the admission criteria of the corresponding undergraduate degree. Upon being granted access or advanced placement to a higher qualification via RPL, no certificate for the lower qualification will be issued. However, individuals will have the option to enroll in the higher qualification if desired. To be eligible for RPL, applicants must be

25 years old or above and possess a minimum of five years' relevant working experience.

For admission to a postgraduate qualification, applicants must also demonstrate that their current level of competency is equivalent to that of a traditionally qualified graduate and prove their capability to handle the demands of postgraduate studies. Supporting evidence, such as research experience, involvement in work-related projects, and other pertinent achievements, should be provided to substantiate their motivation. Clustering of learning outcomes is permissible if necessary.

Individuals should apply for RPL if they believe their prior learning aligns with the prescribed requirements of the intended program. Evidence of the above can be presented in the format of:

- Detailed CV
- Reference Letters
- Evidence of Qualification/s
- Certificate/s of completion
- Portfolio of work

Furthermore, apart from the previously mentioned criteria, you must compose an essay pertaining to a subject within your field of study. The essay should exhibit thorough research and proper referencing, reflecting proficiency at the cognitive level corresponding to NQF level 7. Within your essay, you are expected to illustrate your capability to organize information coherently, display fundamental research skills, and adhere to proper referencing conventions. This serves as substantiation of your readiness to engage with postgraduate-level coursework. It is imperative that your essay includes an introductory section, a conclusive segment, and logically structured paragraphs throughout its content.

Required Secondary School Subjects

No specific subjects are required at secondary school level for admission to FEDISA. While art, design and mathematics are an advantage, they are not a requirement.

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
- Application fee or proof of payment thereof

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 28 November each year in order to facilitate study visa applications

Requirements for Portfolio Submissions

All applicants wishing to be considered for studies on the BA Honours: Fashion degree programme are required to submit the following together with their application forms:

1. Academic Portfolio

A portfolio of theoretical work outlining the candidate's achievement of studies on their undergraduate degrees or in the case of an RPL application, a portfolio of evidence outlining such achievements as may be appropriate. It is important to include theoretical work that displays adequate writing ability.

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

2. Study Motivation

Write an academic essay broadly outlining your research interest, providing critical thinking. The essay should not exceed 1000 words and be referenced appropriately.

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2025

Fees

Go to www.fedisa.co.za to apply online today for 2025

FEES

PLEASE NOTE - The management of FEDISA (Pty) Ltd reserves the right to amend and revise its policies, including its fees policy, from time to time and may do so without notice.

Below is a summary explanation of all the various costs associated with studying at FEDISA.

Please refer to the attached Fees Schedule for the associated amounts.

Application Fees

An application fee is payable when the application form is submitted. No application will be considered if the fee or proof of payment thereof is not attached. This is non-refundable.

Tuition Fees

Refer to attached Fees Schedule for relevant amounts.

Acceptance Fees

Within two weeks of confirmation of provisional acceptance of the first year students, the applicable forms, together with the acceptance fee must be returned to FEDISA.

This amount will be credited to the student's account and will guarantee the student's seat in the class.

Should the student cancel or fail to take his/her place in the class, this amount will NOT be refunded.

Please note that failure to pay the acceptance fee within the prescribed period, will result in the candidate being placed on a waiting list, till such time as this amount is paid and the candidates placement on the programme is therefore not guaranteed.

Registration Fees

Prior to the date of registration, a registration fee must be paid. This amount will be credited to the student's account.

Prospective students are able to register once their applications have been finalised and they have been informed of a successful outcome.

Registrations will remain provisional till such time as the final Grade 12 results are submitted.

Textbooks and Kits

While FEDISA has an extensive library and electronic research facilities, please keep in mind that students

will require extensive reading, which may not be available on campus and will therefore need to be acquired over and above any prescribed materials.

The cost of prescribed textbooks can only be finalised once prices are confirmed by the suppliers, closer to the time of FEDISA placing its' orders. Please refer to the Fees Guide for the appropriate year of study.

All prescribed textbooks will be available from FEDISA after registration day.

Adobe Creative Cloud - Student Licenses

All undergraduate students studying at FEDISA are required to acquire the Adobe Creative Cloud - Student Licenses.

These license agreements and fees, are annual agreements and need to be renewed at the start of each new academic year and such costs are managed on a cost recovery basis.

FEDISA will facilitate the acquisition and management of these user licenses.

The cost of the Adobe licences are part of the total tuition fees.

Additional Material Costs

Please be advised that the expenses associated with additional materials and textiles required for the program are the responsibility of the individual student and are not covered by FEDISA.

Each student is required to bear these additional costs independently. We strongly recommend that prospective students take this into account while planning their financial commitments for their studies at FEDISA.

Annual Resources Levy

To ensure the ongoing quality of our educational offering, FEDISA not only needs to maintain, but also expand on our educational resources, in particular in the areas of IT and library resources. In order to accomplish this, an Annual Resources Levy is applied.

This levy covers the following items:

- Class Notes and Handouts
- Library and Computer Laboratory Access
- WGSN Online - Annual Subscriptions
- IT Support for Computer lab and auditorium
- Pattern drafting paper and card
- On-Campus Wi-Fi

The Resources levy is included in the fees.

Sewing Equipment

(Applicable to Bachelor of Arts Fashion only)

Students must supply their own portable sewing machines and over-lockers and must also note that these items are for their own cost and are not included in the tuition fees.

The recommended functionalities below conform to the minimum requirements of the FEDISA programme. It is not necessary for a student to invest in any higher specification equipment for the academic purposes of the FEDISA Degree programme.

Sewing Machine

- Straight stitch
- Bartack
- Backtack
- Buttonhole
- Zipfoot
- Required to effectively utilize heavy duty materials such as denim

Overlocker

- Differential Feed (including a 3 and 4 thread feature)

No specific brand of machines are prescribed. Students are solely responsible for keeping their machines in working order.

Personal Computer Equipment and SmartPhone

Students must supply their own personal computer equipment and smartphone and must also note that these items are for their own cost and are not included in the tuition fees.

Please refer to the **Computer Specification Sheet** included with this information pack.

No specific brand of device is prescribed. Students are solely responsible for keeping their equipment in working order.

On Campus Parking

The Cape Town campuses are centrally located for ease of access and also situated on or close to major public transport routes and hubs.

There is **limited** on campus parking available, so please take note of the following:

1. The available parking bays are **not** free or included in the tuition costs and do attract an additional cost.
2. The fees charged for the parking are based on a cost-recovery basis. We only recover what we are billed by the landlord.
3. Available bays are allocated on a "first come - first serve" basis, with preference given to students that have rented bays the previous year.
4. Disabled bays will be made available to special need students, provided that said student can provide the required proof of disability and is also registered with the relevant bodies, in order to obtain the necessary "blue and white disabled" sticker, which must be clearly displayed inside their motor vehicle at all times.

2025

Programme Guide

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