

CTCFD

cape town college of fashion design

PROGRAMME OUTLINE

Advanced Diploma in Fashion

2018

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ADVANCED DIPLOMA IN FASHION

<i>Programme title</i>	Advanced Diploma in Fashion
<i>Abbreviations</i>	AdvDip (Fashion)
<i>CESM Classification</i>	03 Visual and Performing Arts 0302 Design and Applied Arts 030205 Fashion/ Apparel Design
<i>NQF Level</i>	7
<i>Credits</i>	120
<i>Language</i>	English
<i>Mode of Delivery</i>	Contact
<i>Minimum duration</i>	1 year full-time

QUALIFICATION RULES

Minimum admission requirements

Diploma (360 credit, NQF level 6) or Bachelor's Degree (NQF level 7) in fashion, fashion design or cognate field.

Learning assumed to be in place

The candidate entering this qualification will have the knowledge, comprehension and application of English language and an understanding of research at NQF level 6. It is also assumed that candidates will be competent in fashion design skills at NQF Level 6.

Recognition of prior learning

This qualification can be achieved in part through recognition of prior learning, which includes formal, informal and non-formal learning and workplace experience, in terms of the criteria laid out by the College.

Prescribed curriculum

All modules within the programme are compulsory; therefore a candidate is required to successfully complete all the modules within the programme in order to be awarded the diploma.

Duration

For the award of the Advanced Diploma in Fashion, a candidate shall be required to register for not less than one academic year of study. A candidate registered for the advanced diploma must complete all required work within two academic years of first registration.

Registration

A student must register for a minimum of two modules in his/ her first year of study. A student who fails a module may repeat the module only once and will be charged the relevant fee.

Articulation

Completion of the Advanced Diploma in Fashion may be presented for entry into a Postgraduate Diploma, a Bachelor Honours Degree or a Bachelor's Degree in Fashion. Accumulated credits may also be presented for entry into a cognate Bachelor's degree. A qualification may not be awarded for early exit from the Advanced Diploma.

Access to qualifications on the same level:

Students who are (have been) registered for the same or another related qualification on NQF level 7 will be able to horizontally enter another relevant learning programme on the same level, given the rules of access have been complied with. Such students will retain credit for relevant modules that have been achieved at the previous institution and could enrol for a relevant programme.

Assessment

Assessment shall be focused on ability of the candidates to apply their understanding and practical skills to creatively solving client briefs. Knowledge, understanding and practical skills may be assessed in isolation, during the process of the training, and shall be designed to assist them in applying their knowledge and skills to the completion of the practical briefs. Assessment strategies and procedures should be in alignment with the purpose and exit level outcomes of the qualification.

Moderation

All assessments are internally and externally assessed, and externally moderated. External moderators are selected according to their qualifications and industry experience and must be approved by the Academic Board of the institution.

Certification

A student will be awarded the advanced diploma only if she/he has successfully completed all modules contained in the programme by achieving a minimum grade of 50% for each module.

Academic rules and regulations

Refer to the Cape Town College of Fashion Design academic rules and regulations for additional academic related rules and regulations.

Fee Structure

Registration Fee	R5 000.00
Fees for Year 2017:	R38 000.00
Paid in Full: R38 000 less 5% Discount (R1 900.00)	R36 100.00
Monthly Payment: R 5 000 x 8 payments (Feb to Oct)	R40 000.00

Payment Choice: IN FULL MONTHLY *Please tick choice

Bank Details:	ABSA Bank, Wynberg Branch Br Code: 505309 Acc No: 4058836687 Swift Code: ABSAZAJJ
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Payment Terms

- *If Full Payment option chosen then fees are due before internship programme is due to start. If Monthly Payment option is chosen then fees are due by the last day of each month for 8 months of the year, with the first month being February and the last month being October.*
- *Students who decide to discontinue their studies for whatsoever reason will be liable for the full annual tuition fee of the academic year in which they are registered.*

PROGRAMME DESIGN

Introduction

It is the mission of the Cape Town College of Fashion Design to provide innovative education that is responsive to the ever-changing creative and technological developments in the fashion industry and to produce designers who possess the knowledge, skills, design passion and work ethic to be highly employable in their chosen profession. Aligned to this mission, the aim of the Advanced Diploma in Fashion is to facilitate the student's selection and investigation of a specific area of interest within the field of fashion and to develop the student's full potential within their chosen speciality.

The curriculum is designed to support the student in developing the ability to select an appropriate topic to research in relation to the production of a fashion product or a portfolio as well as their chosen workplace. Each module aims to develop specific abilities, tools and bodies of knowledge and the assessment opportunities are designed to evaluate the student's ability to integrate the acquired knowledge and skills.

Students are encouraged to look further than their immediate environments and to consider national and global issues relating to social, economic and environmental challenges. Opportunities for engagement with the fashion community are incorporated into the teaching, learning and assessment strategies and complement the achievement of the required learning outcomes.

Who should seek admission to this programme?

Graduates of the fashion design diploma wishing to specialise and gain increased experience in the workplace prior to employment. Fashion professionals wishing to address key issues in their workplace or advance their knowledge and skills in a specific area of specialisation.

Purpose and characteristics

The purpose of this qualification is to prepare fashion Bachelor's Degree graduates or diplomates for the workplace by offering an intensive, focused and applied specialisation within the fashion sector. The programme is structured so that students develop detailed knowledge of an area of practice that they choose to specialise in. They are able to select and apply a range of methods to solve theoretical and practical problems and introduce change within the selected career path. Students develop the capacity to communicate their ideas in well-formed arguments, using appropriate fashion discourse and are encouraged to explore ethical and professional dilemmas within this sector.

This qualification also prepares students for postgraduate study through the deepening of their knowledge and understanding of theories, methodologies and practices in fashion, as well as the development of their ability to formulate, undertake and resolve more complex theoretical and practice-related problems and tasks through the selection and use of appropriate methods and techniques.

Rational

This qualification has been developed in response to the current and future need for competent fashion specialists, expressed by employers, employees and the Cape Town Fashion Council.

This qualification responds to these needs by providing students with the opportunity to select and specialise in one of the numerous career paths within the field of fashion. Students will be equipped with the knowledge, skills, attitude and values to contribute positively to the advancement of the fashion industry in South Africa.

Exit level outcomes

Upon completion of the Advanced Diploma in Fashion, the qualifying student will be able to:

1. Conduct oneself professionally and ethically in a variety of contexts and take responsibility for and critically evaluate own decisions and actions when working independently and collaborating with others.
2. Identify, analyse, critically reflect on and address complex problems within the fashion sector.
3. Collect, organise, analyse, critically evaluate relevant information when researching social, economic and cultural influences on the fashion sector.
4. Apply and evaluate principles, methods, techniques and discourse in an area of fashion specialisation when creating an innovative body of work.

Associated assessment criteria

Associated assessment criteria for exit level outcome 1

- Critically evaluate and report on own performance when working independently.
- Critically evaluate and report on ability to collaborate effectively with a team.
- Apply knowledge of fashion theories, principles and techniques to work context and use in making decisions about improvements.
- Conduct oneself professionally and take responsibility for own work, decision-making and use of resources.

Associated assessment criteria for exit level outcome 2

- Use appropriate arguments and evidence to address a relevant problem within the fashion sector.
- Present evidence of a clear definition, critical analysis and understanding of chosen research subject area.
- Apply and evaluate own ability to critically analyse literature and communicate concepts clearly and logically.
- Communicate findings using appropriate language, referencing techniques and layout.

Associated assessment criteria for exit level outcome 3

- Collect, organise, and critically evaluate relevant information.
- Analyse the influence of related disciplines on the development of the fashion sector.
- Analyse the influence of prominent fashion designers on the development of the fashion sector.
- Discuss social, economic and cultural influences on the advancement of the fashion sector.

Associated assessment criteria for exit level outcome 4

- Conduct a detailed analysis of the chosen market and make informed recommendations regarding a suitable marketing strategy.
- Prepare a detailed business plan demonstrating viability of chosen concept.
- Interpret and creatively apply chosen area of research when developing a design product and portfolio.
- Analyse and apply appropriate methods and techniques to visually communicate an innovative design concept.
- Critically evaluate the final product in terms of fitness for purpose, creativity and quality of manufacture.

Programme structure

Module Name	Module Code	Compulsory/ optional	Credits	Level	Year (1,2,3,4)	Duration	Total Contact hours	Non-contact hours	Total hours	% contact
Internship	F01-I	Compulsory	40	NQF 7	1	First semester	384	16	400	96%
Research Project	F01-RP	Compulsory	30	NQF 7	1	Full year	72	228	300	23%
Contextual Studies	F01-CS	Compulsory	10	NQF 7	1	Second semester	34	66	100	34%
Professional Practice	F01-PP	Compulsory	40	NQF 7	1	Full year	276	124	400	69%
TOTAL CREDITS:			120				TOTAL HOURS:		1200	56%

Calculated for 34 academic weeks

Curriculum alignment

Module	Learning Outcomes	Teaching/learning Activities	Assessment Strategy	Assessment Criteria
Internship	Conduct oneself professionally and ethically in a variety of contexts and take responsibility for and critically evaluate own decisions and actions when working independently and collaborating with others.	<p>Internship at an appropriate company</p> <p>Mentored and monitored by a supervisory in the workplace</p> <p>Student presentations to peers upon completion of internship</p>	<p>50% Learning journal</p> <p>20% Supervisor evaluation</p> <p>30% Presentation</p>	<p>Critically evaluate and report on own performance when working independently.</p> <p>Critically evaluate and report on ability to collaborate effectively with a team.</p> <p>Apply knowledge of fashion theories, principles and techniques to work context and use in making decisions about improvements.</p> <p>Conduct oneself professionally and take responsibility for own work, decision-making and use of resources.</p>

Module	Learning Outcomes	Teaching/learning Activities	Assessment Strategy	Assessment Criteria
Research Project	Identify, analyse, critically reflect on and address complex problems within the fashion sector.	<p>Lectures on research principles, methods and techniques</p> <p>Small-group and one-to-one tutorials to support development of proposal and report</p> <p>Peer learning groups to encourage students to debate and critically reflect on complex problems</p> <p>Independent self-study related to chosen area of speciality</p>	<p>30% Research proposal</p> <p>70% Research paper</p>	<p>Use appropriate arguments and evidence to address a relevant problem within the fashion sector.</p> <p>Present evidence of a clear definition, critical analysis and understanding of chosen research subject area.</p> <p>Apply and evaluate own ability to critically analyse literature and communicate concepts clearly and logically.</p> <p>Communicate findings using appropriate language, referencing techniques and layout.</p>

Module	Learning Outcomes	Teaching/learning Activities	Assessment Strategy	Assessment Criteria
Contextual Studies	Collect, organise, analyse, and critically evaluate relevant information when researching social, economic and cultural influences on the fashion sector.	<p>Lectures on the influence of related disciplines on the fashion sector</p> <p>Guest lecturers from industry</p> <p>Small-group and one-to-one tutorials to support development of essays</p> <p>Independent self-study of influential fashion designers as well as cross discipline influences.</p>	<p>50% Essay 1</p> <p>50% Essay 2</p>	<p>Analyse the influence of related disciplines on the development of the fashion sector.</p> <p>Analyse the influence of prominent fashion designers on the development of the fashion sector.</p> <p>Discuss social, economic and cultural influences on the advancement of the fashion sector.</p>

Module	Learning Outcomes	Teaching/learning Activities	Assessment Strategy	Assessment Criteria
Professional Practice	Apply and critically evaluate principles, methods, techniques and discourse in a chosen area of fashion specialisation when creating an innovative body of work.	<p>Lectures on professional practice within the fashion sector</p> <p>Guided practice within the studio</p> <p>Small-group and one-to-one tutorials to support development of a body of work</p> <p>Independent self-study</p>	<p>15% Market research report 35% Business plan</p> <p><i>Submission of one of the following:</i></p> <p>70% Design portfolio and 30% Design product or 70% Design product and 30% Design portfolio</p>	<p>Conduct a detailed analysis of the chosen market and make informed recommendations regarding a suitable marketing strategy.</p> <p>Prepare a detailed business plan demonstrating viability of chosen concept.</p> <p>Interpret and creatively apply chosen area of research when developing a design product and portfolio.</p> <p>Analyse and apply appropriate methods and techniques to visually communicate an innovative design concept.</p> <p>Critically evaluate the final product in terms of fitness for purpose, creativity and quality of manufacture.</p>

Teaching and learning activities

	Internship	Research Project	Contextual Studies	Professional Practice	Total Hours	% Learning Time
Types of Learning Activities						
Lectures (face to face, limited interaction or technologically mediated)	0	0	0	0	0	0%
Tutorials: individual groups of 30 or less	2	72	34	102	210	18%
Syndicate groups	0	0	0	0	0	0%
Practical workplace experience (experiential learning/work-based learning etc)	382	0	0	0	382	32%
Independent self-study of standard texts and references (study guides, books, journal articles)	0	30	34	14	78	7%
Independent self-study of specially prepared materials (case studies, multi-media, etc)	0	0	0	0	0	0%
Other (specify) - <i>Assessment (independent completion of assignments, projects, tasks)</i>	16	198	32	110	356	30%
Other (specify) - <i>Guided learning (Students work on their practical assignments in class and are supported by the facilitator)</i>	0	0	0	174	174	15%
Total Hours	400	300	100	400	1200	

Calculated for 34 academic weeks

MODULE DESCRIPTIONS

Internship

The internship module forms an integral part of the diploma programme, providing students with guided and structured workplace experience. Students are required to select and secure an internship with a company that will provide them with the opportunity to specialize in an area of their choosing. Students are expected to conduct themselves professionally in the work environment and to critically reflect on their performance in the workplace.

Students will be required to produce a journal as well as a verbal presentation documenting their internship experience and will be assessed on their ability to critically reflect on their performance and to show development in areas that they have identified as requiring improvement.

Research Project

The purpose of this module is to introduce students to the skills required to undertake valid research that is related to the contextual or theoretical concerns of the students chosen area of speciality in fashion. Lectures on planning and implementing effective research will be conducted and students will have to the opportunity to develop and refine their research problem, rationale and arguments in tutorials with their peers and supervisors.

Students are expected to address their learning needs in a self-directed manner and to plan and manage a qualitative research project related to the area that they wish to gain employment. The research will inform and underpin the development of the product and portfolio in the professional practice module and may also relate to the workplace that the student selected for their internship. Students will be required to submit a research proposal and research paper, and will be assessed on their ability to research and address complex problems within the fashion sector.

Contextual Studies

The purpose of this module is to provide students with a broad understanding of the various factors that influence the development of the fashion sector in order to encourage them draw on knowledge outside their chosen area of research and product development. The lives and contributions of prominent fashion designers will be studied as well as the influence of related fields such as art, design, film, media and language in the development of fashion.

Lectures, guest speakers, and outings to galleries, retail outlets and design exhibitions will enhance awareness of social, cultural, economic and cross-disciplinary influences on the fashion sector. Students will be required to write two short essays and will be assessed on their ability to discuss and analyse a variety of influences on the development of the fashion sector.

Professional Practice

The purpose of this module is to support students to develop a holistic perspective of a specialisation of their choice within the fashion sector. Students will use the research conducted as part of the research project module to inform their practice. Upon completion of the module students will be able to demonstrate the commercial application of their creative skills and intellectual capital through the production of a business plan, market research report, professional portfolio and final product.

Students are required to elect an area of specialization and are expected to plan and manage the execution of their body of work under the guidance of a supervisor. They are encouraged to work closely with industry specialists and to use the facilities and resources provided by the institution. Lectures on market research, professional and ethical practice and business will be provided in addition to one-on-one and group tutorials.

Students will be assessed on their ability to produce a body of work that demonstrates advanced knowledge of an elected area of specialisation. Students will be required to submit a market research report and business plan that supports their product and portfolio. Students may choose whether to focus on the development of a portfolio or a product as determined by the nature of their specialisation, but are required to submit both.

QUALITY ASSURANCE

Please refer to the following policies and procedures for information on the quality assurance procedures related to programme design monitoring and review, and teaching, learning and assessment:

- Learning programme policy
- Teaching and learning policy
- Assessment policy
- RPL policy
- Experiential learning policy
- Quality management policy
- Learning support materials policy
- Policy on plagiarism and copyright

Please refer to the following guides for further general information:

- Module guides
- Assessment guide
- Student handbook

Please note that the policies, procedures and guidelines will change from time to time.