



***The Ultimate in  
Fashion Education***

**PROSPECTUS**

**2012**

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## CONTACT DETAILS

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## 2012 ACADEMIC CALENDAR

- 1<sup>ST</sup> Semester - 23 January – 30 March
- 2<sup>ND</sup> Semester - 15 April – 22 June
- 3<sup>RD</sup> Semester - 15 July – 21 September
- 4<sup>TH</sup> Semester - 1 October – 30 November

*These dates are subject to change.*

***Provisionally registered with the Department of Higher Education and Training until [expiry date] as a private higher education institution under the Higher Education Act, 1997. Provisional registration certificate no. (state number on certificate)***

## **VISION STATEMENT**

The vision of Cape Town College of Fashion Design is to:

- Be a centre of excellence
- Be a respected member of the fashion industry in South Africa
- Develop the full potential of each and every student
- Have a culture that recognises the unique and diverse needs of the individual and the greater community

## **MISSION STATEMENT**

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.

## **REGISTRATION AND ACCREDITATION**

Cape Town College of Fashion Design (Pty) Ltd has submitted its application for registration to the Department of Higher Education and Training and is awaiting a response.

The College has submitted an application to the Council on Higher Education for the accreditation of the Diploma in Fashion Design (application no H/PR122/E001CAN).

The current Fashion Design programme is not yet a NQF (South African) credit bearing qualification nor does it yet lead to a formal SAQA registered qualification.

## **BOARD OF DIRECTORS**

The Director's of the Cape Town College of Fashion Design are:

Mrs E A Keet	-	External
Dr M B Keet	-	External
Mr C O Keet	-	External
Mrs M Wallis	-	Administrative Head
Mr G Maragelis	-	Academic Head

## **MANAGEMENT STAFF**

### **Michele Wallis – Administrative Head**

Michele joined the College at the end of 2007 having spent most of her working life working in the computer industry, lecturing on commercial computer packages as well as installation and training on a customised clothing manufacturing computer system. She had also been **involved** part-time assisting with bookkeeping functions at two other small businesses.

### **Gregg Maragelis – Academic Head**

Gregg joined the College in 2003 to take on the Fashion Design and Business lecturing portfolio and was recently appointed as the Academic Head of the College as well as being made a Director. Gregg brought with him a wealth of industry related experience, enabling him to mentor students on the 'realities' of working in the fashion industry.

### **Latifa Adams – Quality Assurance Manager**

Latifa originally worked with Mrs Keet at her shop in Claremont for 4 years from 1991 to 1994, as well as for many other industry relevant businesses prior to that, in all aspects of garment technology. In 1998 Latifa was employed to assist with the garment technology facilitating at

the college. Latifa's primary function at the College now is to manage the quality assurance in all aspects of the programme on a daily basis and as well as to manage the running of the Part-Time classes which started in March 2010. She is also able to act as a 'stand in' facilitator in Garment Technology.

## **ACADEMIC STAFF (Full time)**

### **Liz Woodroffe – HOD Garment Technology – Facilitator 1<sup>st</sup> & 2<sup>nd</sup> Year**

Liz joined the College at the start of 2010 having transferred from Johannesburg to Cape Town. Liz qualified with a Diploma in Fashion Design from the Natal Technikon in 1987 and then spent 21 years working in the fashion industry. In 2009 she was employed as a Garment Technology facilitator at Lisof in Johannesburg.

### **Zurina – Garment Construction Facilitator 1<sup>st</sup> & 2<sup>nd</sup> Year**

Zurina joined the College in 2011

### **Zaida Orgill & Jesme Klein – Support Staff for Garment Technology**

Zaida has been with the College for 5 years and Jesme has been with the College for 3 years. Both are skilled seamstresses, having worked in this capacity in the industry for many years, and are responsible for assisting the Facilitator in the Garment Technology subjects across all 3 years of the programme.

### **Jess Mey – Computer Studies**

Jess graduated from the College in 2007 with a Diploma in Fashion Design and then spent 2008 - 2009 working in the industry. She is highly skilled in elements of Corel Draw, Photoshop as well as in

Microsoft Office and is employed as the facilitator for Computer Studies in all 3 years of the programme.

## **ACADEMIC STAFF (Part time)**

### **Victor Kok – Garment Technology Facilitator 3<sup>rd</sup> Year**

Victor graduated from the College in 2004. He worked for Errol Arendz as well as Kobus Dippenaar in the 4 years after graduating as a Patternmaker/Supervisor. In April 2008 he joined Bonwit as a Designer working for labels like Hilton Weiner, Vertigo, Urban and Polo, to name but a few. He resigned from Bonwit in June 2010 to start his own range and to join the College as a Part-Time Facilitator.

### **Nicky Adams – Business Studies**

Part owner in a research and marketing consultancy, which is a small black-empowered company consulting to medium-sized companies and large corporate. She is a trained High School teacher who spent 3 years in teaching before entering the corporate sector in 1991. Nicky holds the following qualifications:

BA English, Environmental and Geographical Science

Higher Diploma in Education (HED)

3 Year Institute of Marketing Management Diploma

Business Honours (UCT GSB)

Prince 2 Project Management

Current completing an MBA through Edinburgh Business School

## **Meagan Duckitt - Fashion Merchandising, Textiles, Retail Buying and Brand Design**

After qualifying Meagan joined The Foschini Group as an Assistant Designer in 2003, she was then promoted to Trainee Buyer position which she held until 2005. In the year prior to leaving for Wales she worked at Truworths as a Designate Buyer for 7 months and then at CPUT as a lecturer in Textiles for 4 months. In Wales she worked for Next Retail Company from October 2007 to June 2009 as a Style Advisor and Personal Stylist. She returned to South Africa in July 2009 and was employed back at The Foschini Group for 1 year at which time she decided she wanted to start her own range. Meagan holds the following qualifications:

National Diploma – Fashion Design and Technology  
Bachelor’s Degree – Fashion Design and Technology

## **Nadja Willis – Photography (elective 3<sup>rd</sup> Year module)**

Nadja holds a National Diploma in Clothing Production as well as Certification in Coreldraw, Basic & Advanced Photography and Photoshop as well as a N4-N6 Clothing Production Certification. After working for Lynko Knitwear Cmt and Pep Clothing in January 2008 she decided to start up her own company specialising in freelance photography as well photography tutoring. She has also continued to design and make garments for private clients.

## **Lynton Rice – Trendforecasting (elective 3<sup>rd</sup> Year module)**

Lynton is a Men’s and Boy’s clothing designer from the UK and has 10 years experience in the industry working with the following UK retailers:

- Next
- George (Wallmart)
- Topman
- Henry Lloyd
- Revo UK
- Alexander McQueen

He has also worked in the US and London with Here and There and Style Sight forecast agencies. He has decided to make Cape Town his base, although he still continues to travel extensively in his current capacity.

## **ADMISSION REQUIREMENTS**

The minimum entry requirement is a National Senior Certificate, or its international equivalent.

Prospective Learners are evaluated on the basis of a presentation of the prescribed entry portfolio and have to be legal South African citizens or present a valid passport and study permit.

## **APPLICATION PORTFOLIO**

Please submit your application 'portfolio' containing the following tasks, together with the completed application form to Cape Town College of Fashion Design.

### ***Essay***

A written motivational essay is required which must contain the applicant's reasons for choosing to study Fashion Design as well as their aspirations for their future in the Fashion Industry.

### ***Sketches***

- Design a Range of 4 garments using the template provided.
- Select an area for which you want to design your range, i.e. ladieswear, childrenswear, and state why
- Specify what fabrics and colours you would use and why.
- Where did you do your research, i.e. stores, magazines, websites, other.

## **INTERNATIONAL STUDENTS**

South African citizens will be given preference during the selection procedure and acceptance of international students is subject to space availability. International students are required to submit a completed application form in addition to the following documentation:

- Certified copy of passport (identification page)
- Certified copy of study permit
- Certified copies of academic transcripts, certificates or diplomas of any additional qualifications
- Proof of residential address
- Registration fee
- Proof of sufficient English literacy

## **RPL PROCEDURE**

Students who do not meet the minimum entrance requirements can apply for Recognition of Prior Learning (RPL). Prior learning will be recognised if the student is able to demonstrate competence in the knowledge, skills, values and attitudes embedded in the core of this qualification. A portfolio submission, interview and a variety of tests will be used to determine suitability. Please contact the College for more details.

## **MODE OF INSTRUCTION**

Programmes are delivered face-to-face and full-time attendance is compulsory in accordance with College Rules and Regulations.

## LANGUAGE POLICY

Programmes are delivered in English in accordance with the College Language Policy. It is the student's responsibility to ensure that s/he is able to understand and communicate effectively in this language.

## THE DIPLOMA IN FASHION DESIGN

**Duration:** 3 years full-time

**Credits:** 360

**NQF level:** 6

## PROGRAMME OUTLINE

### 1ST YEAR

- Fashion Design I
- Business Studies I
- Fashion Merchandising I
- Digital Fashion Application I
- Garment Construction I
- Pattern Design I
- History of Costume I
- Textiles I

### 2ND YEAR

- Fashion Design II
- Business Studies II
- Fashion Merchandising II

- Digital Fashion Application II
- Garment Construction II
- Pattern Design II
- Contemporary Fashion History I
- Textiles II

### **3RD YEAR**

- Fashion Design III
- Fashion Buying Principles I
- Brand design I
- Business Studies III
- Digital Fashion Application III
- Experiential Learning I
- Garment Construction III
- Pattern Design III
- Contemporary Fashion History III
- Costume Design I/ Fashion Photography I (electives)

## **ASSESSMENT**

The College adopts a continuous assessment approach, in line with the principles of outcomes based education. Student competence is determined by their ability to demonstrate the required learning outcomes.

Assessment criteria are clearly set out and communicated to students and all assessment results are made available for verification and appeal.

Theory and practical examinations, conducted in June and November, form part of the continuous assessment strategy and are used as a diagnostic tool to determine the student's ability to work independently as well as to verify the authenticity of a learners work.

All formative assessments are internally moderated and all summative assessments are externally moderated by suitably qualified and experienced subject specialists.

An Appeals Policy is in place for students who feel wish to have results reassessed, in which case the guidelines of this policy will be observed.

## **ACADEMIC CREDIT ACCUMULATION**

In order to receive the Diploma in Fashion Design (360 credits); the student must successfully demonstrate that s/he is competent in all the exit level outcomes of the programme and must have accumulated all the credits assigned to the qualification.

All courses must reflect a grading of 50% or higher, on the academic transcript in order for the learner to be awarded the relevant credits.

Credits will only be awarded in full and no partial credits will be awarded to any learner.

## **PROGRESSION**

Progression through the qualification is dependent upon the student having passed all core modules in the previous year, where 50% is the pass mark.

## **CERTIFICATION**

Students will be awarded their Diploma when they have met all the exit level outcomes of the programme and have been awarded a grade of 50% or more for all modules that make up the qualification.

## **FEES**

The fees for 2012 are:

Non-Refundable Registration Fee:	R 3,000.00
Academic Fees:	R 45,000.00

The following payment options are available:

- Payment in full. R42, 750.00 (5% discount is afforded) – required to be paid within the first two weeks of the year.
- Termly payments. 4 payments of R11, 850.00 - required to be paid within the first two weeks of the term.
- Monthly payments. 10 payments of R4, 950.00 are required to be paid by the last day of each month if monthly payment is selected. First payment is due at the end of January and the last payment is due at the end of October.

Payments can be made in cash, by cheque, direct deposit or electronic funds transfer (EFT). In the case of direct deposits or electronic funds transfer the student's name or student number must be used as a reference for identification purposes.

In the event of non-payment a Letter of Suspension will be issued to the student preventing them from taking part in any further tuition until such time as the outstanding fees are paid up.

Should a student decide to discontinue their studies at any time during the academic year the full year's tuition is liable to be paid according to the contract signed on enrolment.

## **FINANCIAL AID**

The College offers one bursary opportunity each year, covering the academic fees for that year, to a student who is deemed to have been previously disadvantaged and/or having extreme financial difficulties. Please contact the Administrator for further details.

## **ACCOMMODATION**

No student accommodation is available however administration can assist with contact details of various accommodation opportunities.

## **STUDENT SUPPORT SERVICES**

The first year orientation programme introduces the student to the College staff, the premises and facilities, the academic rules and regulations and the support services available.

## **ACADEMIC SUPPORT**

The Academic staff provide each and every learner with the support required to perform academically, and encourage active engagement from the students through:

- Establishing a supportive relationship with all students
- Adopting a creative approach to teaching and learning
- Providing regular constructive assessment feedback
- Mentoring and coaching

Students receive an Academic report on a quarterly basis to assist them to monitor their progress and to identify any areas of concern.

The College student at -risk programme ensures that students who are not performing academically, are identified and provided with appropriate support and guidance to achieve their full potential.

## **ADMINISTRATIVE SUPPORT**

Administrative staff are available to assist the students in any query which they may have related to the programme that they are studying.

A printing/ copying/ scanning service is provided to all registered students, at a competitive rate.

## **COUNSELLING SUPPORT**

This is provided in the form of information regarding possible service providers who are able to cater for the specific type of support/counselling the student requires.

## **STUDENT DEVELOPMENT**

The Student Representative Committee is made up of representatives from each year and is responsible for organising student fundraising

events and for communicating any student recommendations or concerns.

Regular student and staff social events provide an opportunity to strengthen relations and take a break from the demands of the intensive curriculum.

## **CODE OF CONDUCT**

The Cape Town College of Fashion Design takes the conduct of students and staff seriously, it is imperative that all people are treated fairly and respectfully, in keeping with our values.

The Code of Conduct will be upheld in all instances and can be read as follows:

- Students must act in a respectful manner towards all staff and fellow students regardless of race, gender, religious beliefs, language or disablement. Rudeness will not be tolerated and disciplinary action will be taken against offenders.
- At all times and everywhere that the student represents or can be identified as a student at the College, the student shall conduct themselves in such a manner so as not to discredit the College in any way.
- Students shall not maliciously, negligently or wrongfully destroy, damage, abuse or remove any property belonging to the College.
- Students must at all times give an honest account of their ability in class tests, examinations or other academic assignments. The formulation of an assignment, whether written, oral or practical must under all circumstances be the honest work of the student, demonstrating academic and intellectual integrity by avoiding plagiarism, infringement of copyright and/or others' rights to

intellectual property. Non-conformance to this rule will lead to disciplinary action.

- Policy in respect of dishonesty:- Students are to refrain from any form of dishonesty, be it lying, cheating, stealing or plagiarism. Offending students will be reported to the Education Committee, who will hold a formal hearing. If found guilty, the disciplinary measure could include suspension, or the student could face expulsion from the College.
- It is College policy not to display, under any circumstances, any religious, political, cultural or racist propaganda or material on the premises.
- Students shall refrain from eating, drinking, sleeping or not paying attention while in lectures.
- Students shall not sexually harass another person, nor in any way victimise or intimidate any fellow student or staff member.

## **MISCONDUCT**

A student shall be guilty of misconduct should he/she attempt to infringe or undermine any Regulation, Rule, Instruction or Code of Conduct of the College, and could be subject to the following Disciplinary measures:

- A student could be suspended from class attendance for a period of time.
- A verbal reprimand and / or a written warning will be issued.
- A student's parents or guardian shall be notified
- Any other suitable educationally justified disciplinary measure could be taken.

## ACHIEVEMENTS

As evidence of our statement that we are 'The Ultimate in Fashion Education' we list the following achievements over the last 5 years:

- 2006** 2 Students in the Regional Finals of the Vodacom Durban July Competition
- 2007** 2 Students in the Regional Finals, with 1 student chosen for the National Finals of the Vodacom Durban July Competition.  
2 students chosen in the Emerging Young Designers Category of Durban Fashion Week.
- 2008** 2 Students in the Regional Finals, with 1 student chosen for the National Finals of the Vodacom Durban July Competition, who then went on to win the competition.  
2 Teams of 3 students went through to the finals of the FAD (Foschini Aspiring Designer) Award. 3 students achieved the top 3 places overall.  
2 students chosen in the Emerging Young Designers Category of Durban Fashion Week.
- 2009** 2 Students in the Regional Finals, with 1 student chosen for the National Finals of the Vodacom Durban July Competition.  
3 Students were chosen in the final 6 places in the FAD (Foschini Aspiring Designer) Award. Placed 1<sup>st</sup> and 3<sup>rd</sup> overall.  
1 Student won the SACTWU Condom Design Competition.
- 2010** 5 Students in the Regional Finals, with 2 students chosen for the National Finals of the Vodacom Durban July Competition.

2 Students were chosen in the final 12 places in the FAD Awards.  
Placed 2<sup>nd</sup> overall

Graduate Show 2010 - 8 students from various colleges in the Western Cape region competed in the opening show of Cape Town Fashion Week. 4 students from CTCFD were chosen and 1 student achieved 1<sup>st</sup> place.