

# INSCAPE.

NOW OFFERING  
ACCREDITED  
POSTGRADUATE  
STUDIES

## BACHELOR OF DESIGN IN FASHION DESIGN

3 Years Full-Time Contact Learning



### WHY STUDY THIS QUALIFICATION?

- A degree that transforms young enthusiasts into Fashion Designers.
- Become an expert in the latest Fashion Design thinking, join the fast paced and continually evolving, highly lucrative fashion industry.
- Our course focuses on developing responsible fashion designers who are thoroughly equipped to think for themselves, consider sustainability and make meaningful future forward fashion design related decisions.

### POSSIBLE CAREER PATH

#### IN-HOUSE FASHION DESIGNER

International and local companies can employ **in-house fashion designers**. The local fashion design value chain is well positioned to design, develop and supply fashion and accessories to the African market. Boutique franchises and larger fashion companies, utilise in-house fashion designers who work closely with cross disciplinary marketing and management teams to develop beautifully crafted garments that have appeal. An in-house designer, employed at a smaller company, often needs to fulfil multiple roles across design, promotion and marketing and would work across a variety of design related management specialisations.



## FREELANCE FASHION DESIGNER



Freelance fashion designers usually run their own businesses. They often work with a variety of clients and can hire specialised expertise when needed. They usually focus on an area of Fashion Design where their personal skillset is strongest. Being more entrepreneurial they are flexible and adapt their personal style to challenge the current trends in fashion per se. Freelancers must work hard at staying relevant, and becoming noticed, for example by entering competitions like the Durban July, and other noteworthy fashion shows.

## FASHION MEDIA



Fashion magazines, style guides and books, may employ **fashion photographers, fashion writers, and fashion illustrators**. These fashion design specialists generate and tailor fashion related media content. Fashion design media content generators will utilise social media to reach younger or specific audiences creating engagement that encourages purchasing decisions on a seasonal basis.

## FASHION HOUSE PRODUCTION



Some fashion designers will choose to start as junior designers and learn the steps necessary for developing garments, including production and supply to fashion retailers. **Fashion ranges** include considerations for gender, different body shapes and sizes, and young and old, this offers many challenges and allows further specialisation within the broader fashion industry. These specialists conceptualise, test and prototype garments, to create both comfort and confidence for the wearer or purchaser.

## POSSIBLE FASHION DESIGN JOBS

Fashion Designers could work either for Fashion Houses or as independent designers with roles that vary greatly, for example;



- Fashion photography
- Senior Fashion Designer
- Stylist
- Trend Analysts
- Fashion production manager
- Garment technologist
- Fashion show events co-ordinator
- Fashion studio or Boutique manager/entrepreneur.
- Fashion Illustration
- Junior Fashion Designer
- Fashion forecasting
- Pattern maker
- Textile specialist
- Quality assurance manager
- Fashion Design Educator

## FREQUENTLY ASKED QUESTIONS

- **How long is the course?**

The Bachelor's of Design specialising in Fashion Design is a 3-year degree.

- **What are the entry requirements?**

The South African entry requirement is a National Senior Certificate with admission to a Bachelor's Degree, or SAQA Verification Certificate indicating an equivalent. Competent in English at NQF level 4. Mathematics preferred. International students and special admissions applications are welcome.

- **Can I do the course part-time or via distance learning?**

Currently, the Bachelor's of Design degree specialising in fashion design is not offered part-time or via distance learning.

- **How will my design focus develop each year?**

The first year is a foundation year for developing fundamental design skills. This creates creative design-based thinkers, capable of clear communication. First year also provides exposure to a range of useful design software training and essential leadership skills. Second year begins developing a students' fashion design specialist knowledge, practical training and expertise in a variety of ways. Third year enables students to refine their fashion design knowledge and practical skillset through industry internships and an own choice final project. Inscape aims to develop students who possess unique conceptual and stylistic fashion design thinking.

- **Can i study further?**

Students who have graduated with a Bachelor of Design degree may apply to register for an Honours or Post Graduate Diploma in a related field.

## WHAT SKILLS WOULD I GAIN / BE STUDYING?

- Drawing
- Garment production
- Pattern making
- Rendering & presentation techniques
- Design
- Sewing techniques
- Technical drawing for fashion
- Leadership & design business related skills.