

# DIPBRFD16 Diploma of Branded Fashion Design

## 1. About the Diploma of Branded Fashion Design

The Diploma Branded Fashion Design is a nested qualification within the Bachelor of Branded Fashion Design and the Associate Degree BRFD, TEQSA accredited for 7 years from September 2014 onwards. The diploma introduces students to the particular aspect of the profession of branded fashion. The Diploma is a nested award within the Associate Degree of Branded Fashion Design and the Bachelor Degree of Branded Fashion Design. The Diploma provides graduates with a theoretical and technical base of broad generalist design knowledge and skills including; textile knowledge and colour theory embedded into the history of print design; illustration and technical drawing both by hand and digital. Students are introduced to the notion of clothing behaviour and theories on meaning creation and develop their own theoretical foundation of clothing behaviour through close reading of various texts and formation of their ideas and views through writing. In addition, students are introduced to concepts of consumer behaviour and the development of principles of branding and designing brand related fashion products whilst acquiring skills and applying interconnected typical fashion relevant graphic design outcomes. At this level students are introduced to the practical design and technical skills for the creation and execution of their first product for a specific market and brand related collateral of their choice.

The course structure interweaves (1) theory, (2) practice and (3) connection with key modes of (4) thinking, (5) enquiry and (6) knowledge acquisition in relation to clothing behaviour, designing and branding. The theoretical knowledge is applied as a source of ideas and methods (theory informing practice); students engage in practice both as a means of skills acquisition and as a crucial mode of thinking (practice not only informed by/ but informing theory). The course structure presented consists of eight key core foundational subjects providing a platform of broad generalist theoretical knowledge and skills. The course objective is to introduce and develop students who are intellectually curious, technically competent at the appropriate level, independent thinkers, ethical and reflective practitioners with a commitment to lifelong learning. Graduates will acquire skills in research and problem-solving that they will be able to use to maintain and develop their professional disciplinary currency once in the workplace. Their disciplinary and academic knowledge base will also enable them to continue their passion for lifelong learning by undertaking further undergraduate study in fashion and textile related studies.

### Graduate employment opportunities

Graduates may find a range of career pathways and employment opportunities including:

- Fashion agency junior
- Design/studio intern
- Production assistant
- Online fashion site assistant, content administrator

## Course Overview

<b>Course Title</b>	<b>Diploma of Branded Fashion Design (DIPBRFD16)</b>		
<b>Study Options – Domestic Australian students</b>	Face to Face delivery  Full-time and part-time options available.	<b>Study Options – International students</b>	International students on a student visa must not enroll into any more than a third or 33% of online subjects over their course and must study at least one subject that is face to face in each trimester.  International students on a student visa are required to study full time, i.e. the student must complete a minimum of 1.0 EFTSL of study per year.
<b>Start Dates</b>	February, June, September  For specific dates visit the <a href="#">website</a> .	<b>Course Length</b>	Full-time: 1 year  Part-time: 2 years
<b>Payment Options - Domestic Australian students</b>	<b>Upfront payment</b> This means tuition fees will be invoiced each semester and payment is required on or before the due date.  <b>FEE-HELP</b> FEE-HELP is Australian Government’s loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold. Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.	<b>Payment Options – International students</b>	<b>Upfront payment</b> This means tuition fees will be invoiced each semester and payment is required on or before the due date.
<b>Course study requirements</b>	Each subject involves 10 hours of study per week, comprising 3 hours of facilitated study and 7 hours self-directed study.	<b>Assessment</b>	Concept design, Feedback review, Reflective log Narrative, Project work, Group work
<b>Locations</b>	Brisbane, Sydney, Melbourne	<b>Delivered by</b>	Torrens University Australia
<b>Provider</b>	Torrens University Australia Ltd is registered as a self-accrediting Australian university by the Tertiary Education Quality and Standards Agency (TEQSA).	<b>CRICOS Course Code</b>	N/A
<b>Provider obligations</b>	Torrens University is responsible for all aspects of the student experience, including the quality of course delivery, in	<b>Accrediting body</b>	Torrens University Australia Limited

	compliance with the <i>Higher Education Standards 2015</i>		
<b>Course Fees</b>	For details, refer to the <a href="#">website</a> .	<b>Any other fees</b>	For details, refer to the <a href="#">website</a> .

## 2. Essential requirements for admission

The general admission criteria that apply to Torrens University Australia courses can be located by visiting the Torrens University Australia website - <https://www.torrens.edu.au/general-admission-information-for-torrens-university-australia-ltd>.

## 3. Student Profile

The table below gives an indication of the likely peer cohort for new students in this course. It provides data on students who commenced in this course in the most relevant recent intake period, including those admitted through all offer rounds and international students studying in Australia.

Applicant background	Trimester one / Full year intake [2020]	
	Number of students	Percentage of all students
<b>(A) Higher education study</b> (includes a bridging or enabling course)	<5	N/P
<b>(B) Vocational education and training (VET) study</b>	7	26%
<b>(C) Work and life experience</b> (Admitted on the basis of previous achievement not in the other three categories)	8	30%
<b>(D) Recent secondary education:</b> <ul style="list-style-type: none"> <li>• Admitted solely on the basis of ATAR (regardless of whether this includes the consideration of adjustment factors such as equity or subject bonus points)</li> <li>• Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, extra test, early offer conditional on minimum ATAR)</li> <li>• Admitted on the basis of other criteria only and ATAR was <b><i>not</i></b> a factor (e.g. special consideration, audition alone, schools recommendation scheme with no minimum ATAR requirement)</li> </ul>	N/A  N/A  11	N/A  N/A  41%
<b>International students</b>	N/A	N/A
<b>All students</b>	<b>27</b>	<b>100%</b>

Notes: "<5" – the number of students is less than 5.  
N/A – Students not accepted in this category.  
N/P – Not published: the number is hidden to prevent calculation of numbers in cells with less than 5 students.



## 4. Admission Criteria

Title of course of study	Diploma of Branded Fashion Design
<b>Applicants with higher education study</b>	<ul style="list-style-type: none"> <li>• A completed higher education qualification at AQF level 5 (diploma) or above, or equivalent, from an Australian University or another accredited higher education provider OR</li> <li>• Successful completion of at least 1 EFTSL (equivalent full-time student load, or one full year) of an AQF level 6 (Associate Degree) or above, or equivalent, from an Australian University or another accredited higher education provider</li> </ul>
<b>Applicants with vocational education and training (VET) study</b>	<ul style="list-style-type: none"> <li>• A completed vocational education qualification at AQF level 4 (Certificate IV) or above, or equivalent, from a registered training organisation (RTO) OR</li> <li>• Successful completion of at least 1 EFTSL (equivalent full-time student load, or one full year) of an AQF level 5 (Diploma) or above, or equivalent, at a registered training organisation (RTO)</li> </ul>
<b>Applicants with work and life experience</b>	<p>Demonstrated ability to undertake study at the required level:</p> <ul style="list-style-type: none"> <li>• broadly relevant work experience (documented e.g. CV), demonstrating a reasonable prospect of success; OR</li> <li>• formal, informal or non-formal study, completed or partially completed, demonstrating a reasonable prospect of success; OR</li> <li>• written submission to demonstrate reasonable prospect of success; OR</li> <li>• discipline specific portfolio (art and/or design)</li> </ul>
<b>English Language Proficiency</b> (applicable to international students, and in addition to academic or special entry requirements noted above)	Equivalent IELTS 5.5 (Academic) with no skills band less than 5.0
<b>Applicants with recent secondary education (within the past two years) with ATAR or equivalent*</b>	Completed year 12 or equivalent.

<b>Title of course of study</b>	<b>Diploma of Branded Fashion Design</b>								
(for applicants who will be selected wholly or partly on the basis of ATAR)									
<p><i>*ATAR profile for those offered places wholly or partly on the basis of ATAR in T1 2020:</i></p> <table border="1"> <thead> <tr> <th>(ATAR-based offers only, across all offer rounds)</th> <th>ATAR (OP in QLD) (Excluding adjustment factors) *</th> </tr> </thead> <tbody> <tr> <td>Highest rank to receive an offer</td> <td>N/A</td> </tr> <tr> <td>Median rank to receive an offer</td> <td>N/A</td> </tr> <tr> <td>Lowest rank to receive an offer</td> <td>N/A</td> </tr> </tbody> </table> <p><i>Notes: * "&lt;5" – indicates less than 5 ATAR-based offers were made</i></p>		(ATAR-based offers only, across all offer rounds)	ATAR (OP in QLD) (Excluding adjustment factors) *	Highest rank to receive an offer	N/A	Median rank to receive an offer	N/A	Lowest rank to receive an offer	N/A
(ATAR-based offers only, across all offer rounds)	ATAR (OP in QLD) (Excluding adjustment factors) *								
Highest rank to receive an offer	N/A								
Median rank to receive an offer	N/A								
Lowest rank to receive an offer	N/A								

## Other admission options

(For applicants who will be selected on a basis other than ATAR)

<b>Special Entry</b>	Applicants in any category whose study, work or life experiences have been impacted by disability, illness or family disruption will be given special consideration for admission. Each application will be considered on its merit, based on the evidence supplied by the applicant attesting to the circumstances of the applicant. Applicants for special entry may need to complete written or numerical tasks to assist with assessing eligibility for admission.
----------------------	--

## 5. How to apply

Via direct application to the institution

- <https://apply.torrens.edu.au/>

## 6. Advanced standing/academic credit/recognition of prior learning (RPL)

You may be entitled to credit for prior learning, whether formal or informal. Formal learning can include previous study in higher education, vocational education, or adult and community education. Informal learning can include on the job learning or various kinds of work and life experience. Credit can reduce the amount of study needed to complete a degree.

Applicants admitted based on prior higher education study may be eligible for Advanced Standing in the form of credit and/or recognition of prior learning (RPL) under the Torrens University Australia [Credit Policy](https://www.torrens.edu.au/policies-and-forms) - (<https://www.torrens.edu.au/policies-and-forms>).

- Students with completed subjects may be eligible for specified credit and/or elective exemptions



- Students who have completed a qualification at AQF level 5 (diploma) or above may be eligible for block credit (where a block credit agreement exists)
- Students with a mix of formal study and informal and/or non-formal learning may be eligible for recognition of prior learning in addition to any credit approved.

Credit will not be applied automatically. Applicants must apply for credit and/or RPL as early as possible prior to each study period, with applications not accepted after week 2.

For further information about credit and recognition of prior learning please see <http://www.torrens.edu.au/apply-online/course-credits>.

## 7. Where to get further information

- Torrens University Australia (TUA) Website
  - <https://www.torrens.edu.au/>
- Universities Admissions Centre (UAC) Website
  - <http://www.uac.edu.au/>
- Quality Indicators for Learning and Teaching (QILT) Website
  - <https://www.qilt.edu.au/>

## 8. Additional Information

### Course Structure

The course structure comprises 3 common core subjects and 5 specialised subjects Level 100, as follows:

- Level 100: 3 common core subjects; 5 specialised subjects.

### Course Rules

To be awarded the Diploma of Branded Fashion Design, students will need to complete 80 credit points over 8 subjects as outlined in the Course Structure. Each subject has a value of 10 credit points.

### Subjects

SUBJECT DETAILS
SUBJECT TITLE, DESCRIPTOR
<p><b>DCX101 Design Context</b></p> <p>This introductory subject places design process and practice within the context of a chronological survey of major historical eras of influence. Students are encouraged to engage with the historical socio-political movements influencing design trends of each era through research and reflection. Academic skills (research, referencing, essay writing, and sentence structure) and design software skills are taught in weekly lessons. Students use the academic and software skills to document historical research and generate creative responses to the themes of historical eras.</p>
<p><b>FA101A Fashion Illustration</b></p> <p>In this subject, students will simultaneously study the human body and its ergonomics whilst developing the skill of visual representation and communication through the art of drawing. It acknowledges drawing as a fundamental skill of the designer, and its importance in communicating design ideas. Students will cultivate an understanding of human movement, balance, proportion and shape by developing their observational and drawing skills. Students will also develop their ability to visually render various surfaces, fabrics and structures as they learn to understand the manner in which different materials and fabrics drape, shape, change and interact with and on the human body. This subject underpins the development of fundamental principles of apparel design such as proportion, materiality and coordination, as well as the capacity of the student to visually communicate their designs.</p>
<p><b>FA104A Introduction to Branded Fashion Technical Drawing</b></p> <p>This subject is twofold e.g. hand drawing and computer drawing skills development. Students develop hand -drawing skills to depict, show their understanding as well as explore technical and construction details for apparel. In addition students demonstrate their understanding of clothing history and fashion by isolating key recognisable garment design elements and principles specific to the identified historical periods. In addition to a folio with hand drawings, students develop a digital folio with fully annotated and proportionally correct garment drawings. In order to transfer their hand skill drawings they are introduced to CAD drawing methods and folio layout specific for branded fashion. By analysing and evaluating their hand drawings they select and synthesis these into a computer generated document.</p>

<b>SUBJECT DETAILS</b>
<b>SUBJECT TITLE, DESCRIPTOR</b>
<p><b>DSO102 Design Studio 1</b></p> <p>The subject introduces the student to various aspects of the elements of design, e.g. materiality, form and shape, colour, positive and negative space etc. utilized in creative problem solving. Initially students are introduced to a design development process, from the tangible to the digital; through paper model making with its inherent skills development and risk taking, then on to further digital development using newly introduced software. Concurrent, weekly, individual homework tasks focus on understanding and appreciation of materials, their many varied uses, properties and the manufacturing processes related to them. Students will make incremental progress towards choosing a material in which their individual design can be realized. The submission will include a material and colour folio. The final submission will be a model executed in an appropriate material with its function/usage contextualized with all relevant information gleaned throughout the trimester.</p>
<p><b>FA107A Introduction to Shape and Form</b></p> <p>This subject introduces the importance of clothing structure, shape, form, line and volume. A variety of cutting, sewing and finishing techniques and terminology are introduced through the examination of constructed garments and the execution of a variety of sewing samples. Through the analysis of a manually deconstructed garment, students are able to familiarise themselves with the various components that make up a garment and the interrelationships between those components. Using this knowledge, students execute and assemble a self-designed garment that addresses an understanding of the structural purpose and interrelationships of individual pattern pieces. Students will be required to make decisions about the most appropriate construction techniques used based on the relevant market position. Throughout their time in the sewing workroom, students will learn the importance of Occupational Health and Safety and apply it to their sewing workroom practice. Students have the option of participating in a Sewing Skills program – a series of additional sewing workshops that run concurrently with their formal study. These weekly two hour workshops provide students with an opportunity to further develop their garment construction skills, should they so choose.</p>
<p><b>FA108A Fashion Studio Practice</b></p> <p>In this subject students develop foundational design studio practice skills and knowledge in fashion creation. Students acquire specialist practical and theoretical skills and knowledge such as concept development, fabric manipulation and draping. Throughout the subject, students work to develop their conceptual ideas and translate them into a commercial garment design. At the same time students will broaden their understanding of a design studio environment and the interplay between individual and peer responsibilities in a studio context. In addition, students cultivate a broader comprehension of design studio practice through the exploration of 2D and 3D forms and objects. Students gain a deeper understanding of design elements and principles as key design concepts, by conceptualizing and producing 2D and 3D design outcomes. The concepts of thermoplasticity, resiliency, dimensional stability and drape are incorporated into this exploration.</p>
<p><b>DSO103 Design Studio 2</b></p> <p>Design Studio 2 offers an introduction to the building blocks of creating and developing brands and is designed to give students a broad understanding of the stages and methodologies adopted in the brand development process. The subject draws on the theory and practice that sits behind brand creation. It covers the broad spectrum of brand development, values, trends and branding techniques, as well as fundamentals such as brand positioning and brand architecture. The subject also explores the relationship between branding and audiences, cross-cultural</p>



<b>SUBJECT DETAILS</b>
<b>SUBJECT TITLE, DESCRIPTOR</b>
<p>influences and shifts in consumer behavior. Students must first understand and apply the fundamentals of branding and then go on to use that knowledge as the basis for developing and progressing a brand. This theoretical and practical subject will equip students with the knowledge and insight with which to build their own branding expertise.</p>
<p><b>FA106A Fashion versus Clothing</b></p> <p>This subject provides the opportunity for discourse on the “meaning” of fashion, branded fashion and clothing. The students will study various texts and historical periods to develop their sensitivities and understanding of the “fashion phenomenon” and clothing behaviour. Examination of several case studies of fashion occurrences will inform the student of the issues, attitudes and foundations that may lead up to the formation of a fashion, the role of the designer in that process and its effect on general dress behaviour as a result. Students research a variety of historical 4 f *Online or f2f B BRFD Core 2 2 Version: 10/11/2015 To be submitted to be Endorsed by Academic Council [November 2015] periods and develop a digitally design folio depicting clothing of the studied periods In Addition to an essay on a chosen historical period. To compliment this study, students will gain digital design foundation skills and techniques used to present their work.</p>

## Locations

The Diploma of Branded Fashion Design can be studied at the below Torrens University Campuses:

- Brisbane: 90 Bowen Terrace, Fortitude Valley, QLD, 4006
- Sydney: Level 1, 46-52 Mountain Street, Ultimo NSW Australia 2007
- Melbourne: 196 Flinders Street, Melbourne, VIC 3000

## Campus Facilities and Services

All campuses are designed to provide students with professional spaces in which to learn and work. They have been planned with student study needs in mind with well-equipped accessible learning spaces as well as student breakout areas for group work and spending time with friends.

Facilities and Services include:

- The Customer Service Hub – our friendly and experienced staff can give help and advice about courses, your enrolment and campus life, including all services and activities on campus.
- Counsellors are available for students to consult with on a range of personal issues
- Student wireless access throughout the Campus
- Student break-out and relaxed study spaces for group work
- Student lounge areas – most with microwaves, kitchenette facilities and vending machines
- The Learning Hub, home to the Learning Support Team, encompasses Learning Skills Advisors, Learning Technology Advisors, and Library & Learning Skills Officers. It provides an integrated, holistic support program for students throughout the study lifecycle within a library/collaborative study environment.

The service includes:

- Support and workshops with highly qualified staff in the areas of Academic skills, Library skills, and Technology skills, both on campus and online.
- Physical and digital resources relevant to studies, such as books, journals, multimedia, databases

*Torrens University Australia Ltd, ABN 99 154 937 005, RTO 41343, CRICOS 03389E. Information provided in this document is current at the time of publishing (Feb 2021).*

- Self-check kiosks for library loans and print and copy facilities

## A positive student experience

Torrens University Australia values the importance of a positive student experience, and therefore has robust processes to resolve student complaints. The Student Complaints Policy, and associated procedures, can be accessed from the [website](https://www.torrens.edu.au/policies-and-forms) (<https://www.torrens.edu.au/policies-and-forms>).

## Paying for your qualification

We offer two payment options for this course:

- **Upfront payment**

If you want to complete your qualification debt-free you can choose to pay as you go. This means tuition fees will be invoiced each semester and payment is required on or before the due date using EFTPOS, credit card or direct transfer.

- **FEE-HELP**

FEE-HELP is Australian Government's loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold (\$45, 881 in 2019-20). Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.

Further information about FEE-HELP, including eligibility, is available at:

- FEE-HELP website:  
<http://studyassist.gov.au/sites/studyassist/help-payingmyfees/fee-help/pages/fee-help->  
[help-](http://studyassist.gov.au/sites/studyassist/help-payingmyfees/fee-help/pages/fee-help-)
- FEE-HELP booklets:  
<http://studyassist.gov.au/sites/studyassist/helpfulresources/pages/publications>

## Austudy and Abstudy

Students enrolled in this course may be eligible for government assistance, such as [Austudy](#) or [Abstudy](#).