

## NATIONAL DIPLOMA: GRAPHIC DESIGN

### Qualification code: NQGD04 - NQF Level 6

Campus where offered: Arts Campus

#### Important notification to new applicants:

Students who intend to enrol for this qualification for the first time in 2017 or thereafter, should note that it will not be possible to continue with any Baccalaureus Technologiae as from 2020, since it is being replaced by qualifications aligned with the newly-implemented Higher Education Qualification Sub-Framework. Potential students are advised to consult the University's website for any new qualifications which might not be published in this Prospectus.

#### REMARKS

a. *Admission requirement(s) and selection criteria:*

- **FOR APPLICANTS WHO OBTAINED A SENIOR CERTIFICATE BEFORE 2008:**

**Admission requirement(s):**

A Senior Certificate or an equivalent qualification, with a pass in English.

**Recommended subject(s):**

Art and Design, Business Economics, Computer Studies.

**Selection criteria:**

All applicants are required to submit a portfolio. Detailed instructions and information will be provided. Based on the results of the portfolio assessment, successful applicants will be invited for an interview and language proficiency assessment.

- **FOR APPLICANTS WHO OBTAINED A NATIONAL SENIOR CERTIFICATE IN OR AFTER 2008:**

**Admission requirement(s):**

A National Senior Certificate with a bachelor's degree or a diploma endorsement, or an equivalent qualification, with an achievement level of at least 4 for English (home language or first additional language).

**Recommended subject(s):**

None.

**Selection criteria:**

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **19**.

**Assessment procedures:**

Applicants with an APS of 19 and more will be required to submit a portfolio of work to the department (details will be provided when TUT has received the application). The successfully evaluated applicants will be invited for a structured interview with a panel, where they will be required to give a demonstration. The portfolio will contribute 60% to the final admission score and the interview and demonstration will contribute 40%.

- **FOR APPLICANTS WITH A NATIONAL CERTIFICATE (VOCATIONAL):**

**Admission requirement(s):**

A National Certificate (Vocational) with at least 50% for English (home language or first additional language) and 50% for Mathematics or Mathematical Literacy, 50% for Life Orientation (excluded for APS calculation), 60% for any other three compulsory vocational subjects and 50% for the fourth subject.



**Selection criteria:**

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least 27.

- b. *Minimum duration:*  
Three years.
- c. *Presentation:*  
Day classes.
- d. *Intake for the qualification:*  
January only.
- e. *Exclusion and readmission:*  
See Chapter 2 of Students' Rules and Regulations.
- f. *Recognition of Prior Learning (RPL), equivalence and status:*  
See Chapter 30 of Students' Rules and Regulations.
- g. *Examination:*  
At third-year level, student portfolios are evaluated by a panel that includes an external moderator.
- h. *Subject credits:*  
Subject credits are shown in brackets after each subject.

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|-------------------|
| <b>CURRICULUM</b> |
|-------------------|

### FIRST YEAR

| CODE                              | SUBJECT                                | CREDIT       | PREREQUISITE SUBJECT(S) |
|-----------------------------------|----------------------------------------|--------------|-------------------------|
| CDE110T                           | Communication Design I                 | (0,300)      |                         |
| DGT110T                           | Design Techniques I                    | (0,300)      |                         |
| GDD110T                           | Graphic Design Drawing I               | (0,200)      |                         |
| HAD100B                           | History of Art and Design I            | (0,100)      |                         |
| PGD110T                           | Professional Graphic Design Practice I | (0,100)      |                         |
| TOTAL CREDITS FOR THE FIRST YEAR: |                                        | <b>1,000</b> |                         |

### SECOND YEAR

| CODE                               | SUBJECT                                 | CREDIT       | PREREQUISITE SUBJECT(S)                |
|------------------------------------|-----------------------------------------|--------------|----------------------------------------|
| CDE210T                            | Communication Design II                 | (0,400)      | Communication Design I                 |
| DGT210T                            | Design Techniques II                    | (0,250)      | Design Techniques I                    |
| GDD210T                            | Graphic Design Drawing II               | (0,150)      | Graphic Design Drawing I               |
| HTG210T                            | History and Theory of Graphic Design II | (0,100)      | History of Art and Design I            |
| PGD210T                            | Professional Graphic Design Practice II | (0,100)      | Professional Graphic Design Practice I |
| TOTAL CREDITS FOR THE SECOND YEAR: |                                         | <b>1,000</b> |                                        |

### THIRD YEAR

| CODE    | SUBJECT                    | CREDIT  | PREREQUISITE SUBJECT(S)   |
|---------|----------------------------|---------|---------------------------|
| CDE310T | Communication Design III   | (0,500) | Communication Design II   |
| DGT310T | Design Techniques III      | (0,200) | Design Techniques II      |
| GDD310T | Graphic Design Drawing III | (0,100) | Graphic Design Drawing II |



|                                      |                                          |              |                                         |
|--------------------------------------|------------------------------------------|--------------|-----------------------------------------|
| HTG310T                              | History and Theory of Graphic Design III | (0,100)      | History and Theory of Graphic Design II |
| PGD310T                              | Professional Graphic Design Practice III | (0,100)      | Professional Graphic Design Practice II |
| TOTAL CREDITS FOR THE THIRD YEAR:    |                                          | <b>1,000</b> |                                         |
| TOTAL CREDITS FOR THE QUALIFICATION: |                                          | <b>3,000</b> |                                         |

## SUBJECT INFORMATION (OVERVIEW OF SYLLABUS)

The syllabus content is subject to change to accommodate industry changes. Please note that a more detailed syllabus is available at the department or in the study guide that is applicable to a particular subject. On 01 September 2017, the syllabus content was defined as follows:

### C

#### **COMMUNICATION DESIGN I (CDE110T) PRACTICAL EVALUATION** (Subject custodian: Department of Visual Communication)

Basic methods of conceptualisation, visualisation and presentation of introductory assignments in graphic design and with the emphasis on visual, problem-solving content. (Total tuition time: ± 170 hours)

#### **COMMUNICATION DESIGN II (CDE210T) PRACTICAL EVALUATION** (Subject custodian: Department of Visual Communication)

The conceptualisation, visualisation and presentation of broad-based process-related assignments in graphic design and with the emphasis on visual problem-solving content. (Total tuition time: ± 170 hours)

#### **COMMUNICATION DESIGN III (CDE310T) PRACTICAL EVALUATION** (Subject custodian: Department of Visual Communication)

Information is conveyed visually in the most effective way to stimulate the target market and retain its attention, interest, aspirations and eventual response. Comprehensive practical studio projects are set and completed, including real-life assignments by industry. (Total tuition time: ± 170 hours)

### D

#### **DESIGN TECHNIQUES I (DGT110T) PRACTICAL EVALUATION** (Subject custodian: Department of Visual Communication)

An introduction to the basic techniques, processes and materials that are necessary to produce communication concepts. (Total tuition time: ± 212 hours)

#### **DESIGN TECHNIQUES II (DGT210T) PRACTICAL EVALUATION** (Subject custodian: Department of Visual Communication)

A study of art illustration in general and of graphic art. The emphasis is placed on practical experimentation with and the production of design-orientated work. Various media and techniques are explored. Illustration and design problems encountered in the major subjects are examined. (Total tuition time: ± 205 hours)

#### **DESIGN TECHNIQUES III (DGT310T) PRACTICAL EVALUATION** (Subject custodian: Department of Visual Communication)

Advanced imaging techniques and reproduction for the final communication concepts involving computers and print, graphic art, illustration and photography. (Total tuition time: ± 205 hours)

### G

#### **GRAPHIC DESIGN DRAWING I (GDD110T) PRACTICAL EVALUATION** (Subject custodian: Department of Visual Communication)

Basic creative methods and a study of a wide range of drawn images in various mediums, using observation and imagination, to build a visual vocabulary as source material for communication design. (Total tuition time: ± 68 hours)



**GRAPHIC DESIGN DRAWING II (GDD210T)****PRACTICAL EVALUATION****(Subject custodian: Department of Visual Communication)**

This subject focuses on the progressive skills development of drawing in design to formulate conceptual, cognitive and visual ideas relating to the discipline. Students will be able to have an in-depth understanding of diverse drawing frameworks in aid of visual training, as it attends to its own uniquely immediate way with issues such as eye-hand co-ordination, composition, proportion and expression. Students will develop a greater understanding and skill development of representing worldly and humanistic attributes in support of design specific solutions. (Total tuition time: ± 153 hours)

**GRAPHIC DESIGN DRAWING III (GDD310T)****PRACTICAL EVALUATION****(Subject custodian: Department of Visual Communication)**

Further practice and development of both general and figure drawing. Utilising various illustration techniques, using observation and imagination, with the emphasis on the application to communication projects. (Total tuition time: ± 72,5 hours)

**H****HISTORY AND THEORY OF GRAPHIC DESIGN II (HTG210T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Visual Communication)**

This subject focuses on in-depth, transdisciplinary theoretical perspectives and principles that pertain to graphic design. The focus of this subject is founded on the role, influence, comprehension and application of theories from a cognitive, visual, phenomenological, empirical and ontological perspective. The students will acquire an appropriate level of comprehension of such pertinent theories and development of concepts of design and the critical explication and analysis of existing design. The students will be able to demonstrate an engagement of proper critical and analytical academic thoroughness of design through the use and understanding of certain pertinent theories, research methods and techniques. (Total tuition time: ± 34 hours)

**HISTORY AND THEORY OF GRAPHIC DESIGN III (HTG310T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Visual Communication)**

Students will be able to demonstrate the ability to conduct research and to use appropriate research methods; use and apply relevant theoretical and creative models; group, evaluate and select the most effective visual concept according to advertising principles; testing the effectiveness of a visual product; communicate textually within a range of artist/client contexts and the consideration of variables that affect the production of graphic design products. (Total tuition time: ± 34 hours)

**HISTORY OF ART AND DESIGN I (HAD100B)****1 X 3-HOUR PAPER****(Subject custodian: Department of Visual Communication)**

Students will be able to demonstrate an appropriate level of comprehension of broad art-historical principles. They will gain an understanding of the development of art concepts, the critical explication and analysis of works of art, and the relationship between the broad issues of art theory and studio practice. (Total tuition time: ± 168 hours)

**P****PROFESSIONAL GRAPHIC DESIGN PRACTICE I (PGD110T)****PRACTICAL EVALUATION****(Subject custodian: Department of Visual Communication)**

The subject is an introduction to verbal, written, electronic and other communication methods. Business concepts. (Total tuition time: ± 85 hours)

**PROFESSIONAL GRAPHIC DESIGN PRACTICE II (PGD210T)****PRACTICAL EVALUATION****(Subject custodian: Department of Visual Communication)**

A study of the graphic design business and the characteristics and requirements of the reproduction processes, as well as the principles of advertising and marketing. (Total tuition time: ± 68 hours)

**PROFESSIONAL GRAPHIC DESIGN PRACTICE III (PGD310T)****PRACTICAL EVALUATION****(Subject custodian: Department of Visual Communication)**

A study of the business of graphic design in relation to employment and entrepreneurship, as well as the principles of advertising and marketing. Work-Integrated Learning is accommodated, which includes a practical seven-week internship. (Total tuition time: ± 68 hours)

