

# BACCALAUREUS TECHNOLOGIAE: GRAPHIC DESIGN

## Qualification code: BTGD99 - NQF Level 7

Campus where offered: Arts Campus

### Important notification to new applicants:

Students who intend to enrol for this qualification should take note that no new applications will be accepted as from 2020. Potential students are advised to consult the University's website for possible new qualifications which are aligned with the newly-implemented Higher Education Qualification Sub-Framework.

### REMARKS

- a. *Admission requirement(s):*  
A National Diploma: Graphic Design or a relevant qualification, with at least an average of 60% in the final year of the National Diploma.
- b. *Selection criteria:*  
Submission of an acceptable letter of intent or subject to a formal selection.
- c. *Minimum duration:*  
One year.
- d. *Presentation:*  
Day classes.
- e. *Intake for the qualification:*  
January only.
- f. *Exclusion and readmission:*  
See Chapter 2 of Students' Rules and Regulations.
- g. *Recognition of Prior Learning (RPL), equivalence and status:*  
See Chapter 30 of Students' Rules and Regulations.
- h. *Examination:*  
Research papers and student portfolios are evaluated by a panel that includes an external moderator.
- i. *Subject credits:*  
Subject credits are shown in brackets after each subject.

Key to asterisks:

- \* Information does not correspond to information in Report 151.  
(Deviations approved by the Senate in November 2010.)

### CURRICULUM

#### YEAR SUBJECTS

CODE	SUBJECT	CREDIT
CDE400T	Communication Design IV	(0,700)
CDE400R	Communication Design IV (re-registration)	(0,000)
RTA100G	Research Methods in the Arts*	(0,100)
TGA400T	Theory of Graphic Design and Academic Report IV	(0,200)*



TGA400R Theory of Graphic Design and Academic Report IV (re-registration) (0,000)

TOTAL CREDITS FOR THE QUALIFICATION: 1,000

## 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 IV (CDE400T/R)

#### PRACTICAL EVALUATION

*(Subject custodian: Department of Visual Communication)*

The conceptualisation, visualisation and presentation of a specialised area of graphic design which requires in-depth personal investigation. (Total tuition time: ± 700 practical hours)

### R

#### RESEARCH METHODS IN THE ARTS (RTA100G)

#### CONTINUOUS ASSESSMENT

*(Subject custodian: Department of Visual Communication)*

The student should be able to demonstrate an appropriate level of skill and competence in the following areas: The nature and practice of research in the social sciences and the arts, research design, the development of a research proposal, qualitative and quantitative research methodology, ethics in research and writing of a research report. (Total tuition time: ± 100 hours)

### T

#### THEORY OF GRAPHIC DESIGN AND ACADEMIC REPORT IV (TGA400T/R)

#### PRACTICAL EVALUATION

*(Subject custodian: Department of Visual Communication)*

Research-based study of contemporary developments in selected areas of visual communication, leading to an academic report that is relevant to Communication Design IV. (Total tuition time: ± 300 hours)

