

NATIONAL DIPLOMA: MULTIMEDIA: VISUAL ARTS-BIASED

Qualification Code: NDUM04 - 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 Potential students are advised to consult the University's website for any new qualifications which might not be published in this Prospectus.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):*
Successful completion of the first year of the National Diploma: Graphic Design is a pre-requisite for entry into the National Diploma: Multimedia: Visual Arts-Biased.
- b. *Selection criteria:*
Selection will be done based on end-year results obtained in the first year of the Graphic Design Programme if more than 25 students apply for the qualification.
- c. *Minimum duration:*
Three years. One year from the National Diploma: Graphic Design and a further two years under this qualification.
- 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:*
At third-year level, student portfolios are evaluated by a panel that includes an external moderator.
- i. *Subject credits:*
Subject credits are shown in brackets after each subject.

CURRICULUM

FIRST YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CTX200T	Contextual Studies II	(0,150)	
MDD200T	Multimedia Design II	(0,250)	
MUE200T	Multimedia Technology II	(0,250)	
PPA200T	Professional Practice: Multimedia II	(0,150)	
VZT200T	Visualisation Techniques II	(0,200)	
TOTAL CREDITS FOR THE FIRST YEAR:		1,000	



SECOND YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CTX300T	Contextual Studies III	(0,150)	Contextual Studies II
MDD300T	Multimedia Design III	(0,250)	Multimedia Design II
MUE300T	Multimedia Technology III	(0,250)	Multimedia Technology II
PPA300T	Professional Practice: Multimedia III	(0,150)	Professional Practice: Multimedia II
VZT300T	Visualisation Techniques III	(0,200)	Visualisation Techniques II
TOTAL CREDITS FOR THE SECOND YEAR:		1,000	
TOTAL CREDITS FOR THE QUALIFICATION:		3,000	

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

CONTEXTUAL STUDIES II (CTX200T)

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 multimedia 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)

CONTEXTUAL STUDIES III (CTX300T)

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 multimedia products. (Total tuition time: ± 34 hours)

M

MULTIMEDIA DESIGN II (MDD200T)

PRACTICAL EVALUATION

(Subject custodian: Department of Visual Communication)

This subject focuses on communication design considerations applied across interactive and time-based media. The curriculum emphasises a human-centred design philosophy where design choices must be intentional and support the goals of the project, be they artistic or commercial. Students are expected to utilise and integrate the skills and knowledge obtained in their other subjects. Projects may interlink with other subjects, most notably Multimedia Technology. (Total tuition time: ± 136 hours)

MULTIMEDIA DESIGN III (MDD300T)

PRACTICAL EVALUATION

(Subject custodian: Department of Visual Communication)

This subject focuses on integrated communication design practice. Conceptual design considerations provide direction in the use of visual aesthetics, interactions and the creative application of appropriate technologies across a variety of media. The curriculum emphasises a human-centred design philosophy where design choices must be intentional and support the goals of the project goal. Students are expected to utilise and integrate the skills and knowledge obtained in their other subjects. Projects may interlink with other subjects, most notably Multimedia Technology. (Total tuition time: ± 153 hours)



MULTIMEDIA TECHNOLOGY II (MUE200T)
MULTIMEDIA TECHNOLOGY III (MUE300T)

PRACTICAL EVALUATION
PRACTICAL EVALUATION

(Subject custodian: Department of Visual Communication)

This subject focuses on the technology and skills required to create interactive and web design multimedia. Students will learn how to operate the technology by way of software workshops, exercises and class tests. In addition, practical projects need to be completed. Due to the fast-changing environment, students are expected to stay abreast of the latest technology developments. (Total tuition time: ± 136 hours)

P

PROFESSIONAL PRACTICE: MULTIMEDIA II (PPA200T)

PRACTICAL EVALUATION

(Subject custodian: Department of Visual Communication)

The student will be introduced to the current professional design, branding and media environment and the characteristics and requirements of the concomitant production processes, as well as the principles of integrated advertising and marketing in this dynamic field. Students also learn how to present their work and themselves in a professional manner. Students also gain knowledge of legal aspects relating to copyright, trademarks and contracts. (Total tuition time: ± 34 hours)

PROFESSIONAL PRACTICE: MULTIMEDIA III (PPA300T)

PRACTICAL EVALUATION

(Subject custodian: Department of Visual Communication)

This subject will equip students with the necessary skills to manage their projects, promote themselves and produce and exhibit their work in a professional manner. Work-Integrated Learning is accommodated which includes a practical three-week internship. (Total tuition time: ± 51 hours)

V

VISUALISATION TECHNIQUES II (VZT200T)

PRACTICAL EVALUATION

(Subject custodian: Department of Visual Communication)

This subject focuses on the progressive skills development of creative thinking, drawing, figure drawing, illustration and video production skills. Drawing is foundational in every designer's development and the students will be able to conceptualise, develop and gather ideas for use in multimedia productions, from creating storyboards to cartoon/animated drawing. Video focuses on the practical use of film equipment and the teaching of the fundamental principles of videography. In film, students will be required to produce documentaries, social commentary, conceptual narrative video production, have an understanding and utilise methods of video production and post-production, lighting, sound and apply core principles of cinematography in order to persuasively convey their message. (Total tuition time: ± 136 hours)

VISUALISATION TECHNIQUES III (VZT300T)

PRACTICAL EVALUATION

(Subject custodian: Department of Visual Communication)

This subject focuses on advanced skills development of creative thinking, drawing, figure drawing, illustration and video production skills. Drawing is foundational in every designer's development and the students will be able to conceptualise, develop and gather ideas for use in multimedia productions, from creating multiplatform storyboards to cartoon/animated drawing. Video focuses on the advanced use of film equipment and the teaching of the advanced principles of videography. In film, students will be required to produce pioneering documentaries, social commentary, conceptual narrative video production, have an in-depth understanding and utilise advanced methods of video production and post-production, lighting, sound and apply advanced principles of cinematography in order to persuasively convey their message. (Total tuition time: ± 136 hours)

