

# DIPLOMA IN INTEGRATED COMMUNICATION DESIGN

Qualification code: DPCD20 - NQF Level 6 (360 credits)

SAQA ID: 110863, CHE NUMBER: H/H16/E055CAN

Campus where offered:

Arts Campus

## REMARKS

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

• **APPLICANTS WHO OBTAINED A SENIOR CERTIFICATE BEFORE 2008:**

**Admission requirement(s):**

A Senior Certificate or an equivalent qualification.

**Selection criteria:**

Applicants are assessed by means of a formula for academic merit, based on scholastic performance.

Formula for academic merit:

SYMBOL	HG VALUE	SG VALUE
A	7	6
B	6	5
C	5	4
D	4	3
E	3	2
F	2	1

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **24**.

• **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).

**Selection criteria:**

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **24** (excluding Life Orientation).

• **APPLICANTS WITH A NATIONAL CERTIFICATE (VOCATIONAL):**

**Admission requirement(s):**

A National Certificate (Vocational) with a bachelor's degree or a diploma, or a higher certificate endorsement, with at least 50% for English (home language or first additional language) and 40% for Mathematics or Mathematical Literacy, 40% for Life Orientation (excluded for APS calculation) and 50% for any other three compulsory vocational subjects.

**Selection criteria:**

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **24** (excluding Life Orientation).



- b. *Assessment procedure:*  
After passing the initial administrative screening, all applicants will sit for additional assessment arranged with the Department of Visual Communication. The purpose of the assessment is to select those applicants who are most likely to be successful in their studies in Communication Design. The University reserves the right to select the best candidates for this programme. Please contact the department for information pertaining to the assessment.

Acceptance is subject to available capacity according to the Student Enrolment Plan (SEP). Once a programme is full, a waiting list will be in place to provide an opportunity for applicants to fill places of those who did not register on time. Applicants will be informed of their status per official letter from the Office of the Registrar, alternatively, they can check their application status on the TUT website, [www.tut.ac.za](http://www.tut.ac.za).

- c. *Recognition of Prior Learning (RPL), equivalence and status:*  
See Chapter 30 of Students' Rules and Regulations.
- d. *Intake for the qualification:*  
January only.
- e. *Presentation:*  
Day classes.
- f. *Minimum duration:*  
Three years.
- g. *Exclusion and readmission:*  
See Chapter 2 of Students' Rules and Regulations.
- h. *Work-Integrated Learning I and II:*  
See Chapter 5 of the Students' Rules and Regulations for more information.

## CURRICULUM

### FIRST YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
AFD105D	African Design I	(5)	(10)	
CDR105D	Communication Design Practice I	(5)	(10)	
CUA105X	Communication for Academic Purposes I	(5)	(10)	
IAD105D	Interaction Design I	(5)	(20)	
ICD105D	Integrated Communication Design I	(5)	(25)	
IFD105D	Information Design I	(5)	(15)	
INI125D	Information Literacy I (block module)	(5)	(2)	
LF1125X	Life Skills I (block module)	(5)	(3)	
MDE105D	Motion Design I	(5)	(15)	

### FIRST SEMESTER

CPC125D Computer Skills I (block module) (5) (10)

TOTAL CREDITS FOR THE FIRST YEAR: **120**

### SECOND YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
AFD206D	African Design II	(6)	(10)	African Design I



CDR206D	Communication Design Practice II (6)	(15)	Communication Design Practice I Integrated Communication Design I Information Design I Interaction Design I Motion Design I
IAD206D	Interaction Design II (6)	(15)	Communication Design Practice I Integrated Communication Design I Information Design I Interaction Design I Motion Design I
ICD206D	Integrated Communication Design II (6)	(25)	Communication Design Practice I Integrated Communication Design I Information Design I Interaction Design I Motion Design I
IFD206D	Information Design II (6)	(15)	Communication Design Practice I Integrated Communication Design I Information Design I Interaction Design I Motion Design I
MDE206D	Motion Design II (6)	(20)	Communication Design Practice I Integrated Communication Design I Information Design I Interaction Design I Motion Design I
WIG206D	Work-Integrated Learning I (6)	(20)	
<b>TOTAL CREDITS FOR THE SECOND YEAR:</b>		<b>120</b>	

### THIRD YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
CDR306D	Communication Design Practice III (6)	(10)	Communication Design Practice II Integrated Communication Design II Information Design II Interaction Design II Motion Design II	
IAD306D	Interaction Design III (6)	(15)	Communication Design Practice II Integrated Communication Design II Information Design II Interaction Design II Motion Design II	
ICD306D	Integrated Communication Design III (6)	(25)	Communication Design Practice II Integrated Communication Design II Information Design II Interaction Design II Motion Design II	
IFD306D	Information Design III (6)	(15)	Communication Design Practice II Integrated Communication Design II Information Design II Interaction Design II Motion Design II	



MDE306D	Motion Design III	(6)	(15)	Communication Design Practice II Integrated Communication Design II Information Design II Interaction Design II Motion Design II Work-Integrated Learning I
WIG306D	Work-Integrated Learning II	(6)	(40)	
TOTAL CREDITS FOR THE THIRD YEAR:			<b>120</b>	
TOTAL CREDITS FOR THE QUALIFICATION:			<b>360</b>	

## MODULE 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 module. On 18 October 2019, the syllabus content was defined as follows:

### A

#### **AFRICAN DESIGN I (AFD105D)**

**CONTINUOUS ASSESSMENT**

*(Module custodian: Department of Visual Communication)*

This module introduces the student to the history, contemporary theory and practice of integrated communication design in an African context. This module comprises of pertinent topics of academic writing skills (to support the Communication for Academic Purposes I module), introduction to Art and Design Traditions, and the African Perspective. (Total tuition time: ± 45 hours)

#### **AFRICAN DESIGN II (AFD206D)**

**CONTINUOUS ASSESSMENT**

*(Module custodian: Department of Visual Communication)*

This module deepens the student's understanding of the history, contemporary theory and practice of design in an African context. Students will be able to demonstrate: detailed knowledge of the main areas of African Design, including an understanding of and the ability to apply the key terms, concepts, facts, principles, rules and theories of African Design to unfamiliar but relevant contexts; that relates to Integrated Communication Design, Interaction Design, Motion Design, and Information Design. (Total tuition time: ± 45 hours)

### C

#### **COMMUNICATION DESIGN PRACTICE I (CDR105D)**

**CONTINUOUS ASSESSMENT**

#### **COMMUNICATION DESIGN PRACTICE II (CDR206D)**

**CONTINUOUS ASSESSMENT**

#### **COMMUNICATION DESIGN PRACTICE III (CDR306D)**

**CONTINUOUS ASSESSMENT**

*(Module custodian: Department of Visual Communication)*

Introductory module prepares the student to act in accordance with the professional industry and entrepreneurial requirements within the transdisciplinary communication design environment. (Total tuition time: ± 45 hours for CDR105D and CDR306D and ± 50 hours)

#### **COMMUNICATION FOR ACADEMIC PURPOSES I (CUA105X)**

**1 X 3-HOUR PAPER**

*(Module custodian: Department of Applied Languages)*

A workable knowledge of English is an essential skill for any graduate who is required to conduct themselves successfully in a professional working environment. This module will equip students with the competencies required to compose a selection of written texts related to communicating both internally and externally within a professional environment. In addition, the module includes strategies that are essential for the effective communication in various situations, including small groups to avoid unproductive conflict, a multicultural context, etc. (Total tuition time: not available)

#### **COMPUTER SKILLS I (CPC125D)**

**CONTINUOUS ASSESSMENT**

*(Module custodian: Department of Visual Communication)*

Syllabus content not available. Please contact the Head of the Department.



**INFORMATION DESIGN I (IFD105D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

This module introduces methods that can be used for the visual and textual display of information, by making complex, technical contexts easy to understand and accessible (Total tuition time: ± 70 hours)

**INFORMATION DESIGN II (IFD206D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

Intermediate methods that can be used for the visual and textual display of information, by making complex, technical contexts easy to understand and accessible. (Total tuition time: ± 75 hours)

**INFORMATION DESIGN III (IFD306D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

Advanced methods that can be used for the visual and textual display of information, by making complex, technical contexts easy to understand and accessible. (Total tuition time: ± 75 hours)

**INFORMATION LITERACY I (INI125D)****CONTINUOUS ASSESSMENT****(Module custodian: Directorate of Library and Information Services)**

Introduction of information literacy. Development of a search strategy and application of a search string to search engines and academic databases. Evaluation of information sources. Ethical and legal use of information. (Total tuition time: not available)

**INTEGRATED COMMUNICATION DESIGN I (ICD105D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

Students will develop an informed understanding of the principles, methods, and theories at an introductory level, applicable to the creation of integrated design solutions addressing relevant problems in the transdisciplinary field of Communication Design, across the four orders of design. The design principles methods and theories are reflexively applied in four main practice-led projects throughout their year. Each project is centred on a human-centred design process facilitating both tangible and abstract thinking modes through the main design phases. The transdisciplinary design process seeks to engage the community and learn from people. The design process furthermore seeks to disseminate a variety of design thinking techniques in exploring possible design solutions. The student is introduced to the concept of the four orders of design, with the abilities and knowledge developed in the related modules of Motion Design, Interaction Design and Information Design reflexively integrated in the four projects, supported by appropriate theoretical frameworks. The contexts and themes of these projects will be informed by the lenses of socio-economic, socio-ethical and socio-ecological across the four orders of design, taking cognisance of the knowledge gained in the African Design and Integrated Communication Design Practice Modules. (Total tuition time: ± 120 hours)

**INTEGRATED COMMUNICATION DESIGN II (ICD206D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

Demonstrate detailed knowledge of the principles, methods, and theories at an intermediate level, applicable to the creation of integrated design solutions addressing relevant problems in the transdisciplinary field of Communication Design. The design principles methods and theories are reflexively applied in four main practice-led projects throughout their year. Each project is centred on a human-centered design process facilitating both tangible and abstract thinking modes through the main design phases. The transdisciplinary design process seeks to engage the community and learn from people. The design process furthermore seeks to disseminate a variety of design thinking techniques in exploring possible design solutions. The student is introduced to the concept of the four orders of design, with the abilities and knowledge developed in the related modules of Motion Design, Interaction Design and Information Design reflexively integrated in the four projects, supported by appropriate theoretical frameworks. The contexts and themes of these projects will be informed by the lenses of the socio-economic, socio-ethical and socio-ecological across the four orders of design, taking cognisance of the knowledge gained in the African Design and Integrated Communication Design Practice Modules. (Total tuition time: ± 120 hours)



**INTEGRATED COMMUNICATION DESIGN III (ICD306D)**  
**(Module custodian: Department of Visual Communication)**

**CONTINUOUS ASSESSMENT**

Demonstrate detailed knowledge of the principles, methods, and theories at an intermediate level, applicable to the creation of integrated design solutions, addressing relevant problems in the transdisciplinary field of Communication Design, across the four orders of design. The design principles methods and theories are reflexively applied in four main practice-led projects throughout their year. Each project is centred on a human-centered design process facilitating both tangible and abstract thinking modes through the main design phases. The transdisciplinary design process seeks to engage the community and learn from people. The design process furthermore seeks to disseminate a variety of design thinking techniques in exploring possible design solutions. The student is introduced to the concept of the four orders of design, with the abilities and knowledge developed in the related modules of Motion Design, Interaction Design and Information Design reflexively integrated in the four projects, supported by appropriate theoretical frameworks. The contexts and themes of these projects will be informed by the lenses of the socioeconomic, socio-ethical and socio-ecological across the four orders of design, taking cognisance of the knowledge gained in the African Design and Integrated Communication Design Practice Modules. (Total tuition time: ± 120 hours)

**INTERACTION DESIGN I (IAD105D)**  
**(Module custodian: Department of Visual Communication)**

**CONTINUOUS ASSESSMENT**

This module provides basic understanding of the creation of meaningful interaction-based relationships and experiences for people with/through the products and/or services that they use (i.e. computers, mobile devices and appliances) by introducing the student to appropriate interaction design methods. The module is further aligned to the contexts and themes of the projects in the Integrated Communication Design module that will be informed by the lenses of the socio-economic, socio-ethical and socio-ecological across the four orders of design. The software and technical skills obtained in this module will be applied in the projects of the Integrated Communication Design module. (Total tuition time: ± 100 hours)

**INTERACTION DESIGN II (IAD206D)**  
**(Module custodian: Department of Visual Communication)**

**CONTINUOUS ASSESSMENT**

This module provides qualifying students with an informed understanding of the creation of meaningful interaction-based relationships and experiences for people with/through the products and/or services that they use (i.e. computers, mobile devices and appliances) by further developing appropriate design methods. The module is further aligned to the contexts and themes of the projects in the Integrated Communication Design module that will be informed by the lenses of the socio-economic, socio-ethical and socio-ecological across the four orders of design. The software and technical skills obtained in this module will be applied in the projects of the Integrated Communication Design module. (Total tuition time: ± 150 hours)

**INTERACTION DESIGN III (IAD306D)**  
**(Module custodian: Department of Visual Communication)**

**CONTINUOUS ASSESSMENT**

An informed understanding of the creation of meaningful interaction-based relationships and experiences for people with/through the products and/or services that they use (i.e. computers, mobile devices and appliances) by further developing appropriate design methods. The module is further aligned to the contexts and themes of the projects in the Integrated Communication Design module that will be informed by the lenses of the socio-economic, socio-ethical and socio-ecological across the four orders of design. The software and technical skills obtained in this module will be applied in the projects of the Integrated Communication Design module. (Total tuition time: ± 75 hours)

**L**

**LIFE SKILLS I (LFI125X)**  
**(Module custodian: Directorate of Student Development and Support)**

**CONTINUOUS ASSESSMENT**

Academic, personal and socio-emotional skills development for students in higher education. Personal and social dimensions address: effective planning and self-management (goal setting and time management); Adjusting to university life (student life, diversity and change); Intra- and interpersonal skills development (conflict management, self-esteem, relationship management); Effective living (healthy living, HIV education, substance abuse); Academic dimension addresses: academic skills for university (e.g. critical thinking, creativity, managing assignments and assessments). (Total tuition time: not available)



**M****MOTION DESIGN I (MDE105D)****CONTINUOUS ASSESSMENT**

**(Module custodian: Department of Visual Communication)**

This module introduces basic design methods used when creating motion-based narratives, where motion design is defined as media in motion, transecting a variety of animation and cinematic methods (i.e. the combination and integration of elements of digital animation, traditional animation, video design and visual effects in a single work). (Total tuition time: ± 70 hours)

**MOTION DESIGN II (MDE206D)****CONTINUOUS ASSESSMENT**

**(Module custodian: Department of Visual Communication)**

This module introduces intermediate design methods used when creating motion-based narratives, where motion design is defined as media in motion, transecting a variety of animation and cinematic methods (i.e. the combination and integration of elements of digital animation, traditional animation, video design and visual effects in a single work). (Total tuition time: ± 100 hours)

**MOTION DESIGN III (MDE306D)****CONTINUOUS ASSESSMENT**

**(Module custodian: Department of Visual Communication)**

This module introduces students to advanced design methods used when creating motion-based narratives, where motion design is defined as media in motion, transecting a variety of animation and cinematic methods (i.e. the combination and integration of elements of digital animation, traditional animation, video design and visual effects in a single work). (Total tuition time: ± 75 hours)

**W****WORK-INTEGRATED LEARNING I (WIG206D)****WORK-INTEGRATED LEARNING**

**(Module custodian: Department of Visual Communication)**

Work-Integrated Learning is a specific period during which the student should actively be involved in prescribed practical work as a Community Engagement Project. The Integrated Communication Design student is therefore provided with the opportunity to learn how to participate effectively in the real world by working to become competent to produce products and services to meet the needs of clients and industry in an NGO environment. (Total tuition time: ± 10 hours)

**WORK-INTEGRATED LEARNING II (WIG306D)****WORK-INTEGRATED LEARNING**

**(Module custodian: Department of Visual Communication)**

Work-Integrated Learning is a specific period during which the student should actively be involved in prescribed practical work at an appropriate workplace. The Integrated Communication Design student is therefore provided with the opportunity to learn how to participate effectively in the real world by working to become competent to produce products and services to meet the needs of clients and industry. (Total tuition time: ± 10 hours)

