

POSTGRADUATE DIPLOMA IN DESIGN

Qualification code: PDDE21 – NQF Level 8 (120 credits)

SAQA ID: 111176, CHE NUMBER: H/H16/E145CAN

Campus where offered:

Arts Campus

REMARKS

a. Admission requirement(s):

A Baccalaureus Technologiae in Graphic Design, or Multimedia, or Photography, **or** an Advanced Diploma in Commercial Photography, or Integrated Communication Design, **or** a relevant bachelor's degree, **or** an equivalent qualification at NQF Level 7 with a minimum of 120 credits. Preference will be given to applicants with an average of 60% or more for the final-year. The previous qualification should related to the intended field of study.

Holders of any other equivalent South African or international qualification may also be considered, see Chapter 1 of Students' Rules and Regulations.

b. Selection criteria:

Admission is subject to selection. Prospective students must submit a portfolio of their work and an academic transcript. Candidates will be evaluated based on the quality of their work, the previous qualification obtained and/or work experience.

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.

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:

One year.

g. Exclusion and readmission:

See Chapter 2 of Students' Rules and Regulations.

CURRICULUM

The modules offered within the Postgraduate Diploma in Design differ between departments. Please refer to the Faculty's online Prospectus for an indication of which of the other departments within the Faculty offers this programme.

The following options (PDPG21 and PDCD21) are offered by this Department:

ATTENDANCE

Students should register for all core modules and choose one discipline in which to specialise.

CODE	MODULE	NQF-L	CREDIT
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Core and fundamental modules:

DPJ108G	Design Project	(8)	(20)
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DPJ118R	Design Project (re-registration) (first-semester module)	(8)	(0)
DRM108G	Research Methods in Design II	(8)	(20)
TDU108G	Transdisciplinary Design Studies	(8)	(20)
TDU118R	Transdisciplinary Design Studies (re-registration) (first-semester module)	(8)	(0)

plus all modules from one of the following discipline streams:

COMMERCIAL PHOTOGRAPHY (PDPG21)

CMP108G	Commercial Photography Practice	(8)	(30)
CMP118R	Commercial Photography Practice (re-registration) (first-semester module)	(8)	(0)
CPG108G	Commercial Photography Technology	(8)	(30)
CPG118R	Commercial Photography Technology (re-registration) (first-semester module)	(8)	(0)

INTEGRATED COMMUNICATION DESIGN (PDCD21)

ICP108G	Integrated Communication Design Practice	(8)	(30)
ICP118R	Integrated Communication Design Practice (re-registration) (first-semester module)	(8)	(0)
ICT108G	Integrated Communication Design Technology	(8)	(30)
ICT118R	Integrated Communication Design Technology (re-registration) (first-semester module)	(8)	(0)

TOTAL CREDITS FOR THE QUALIFICATION: 120

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. At time of publication, the syllabus content was defined as follows:

C

COMMERCIAL PHOTOGRAPHY PRACTICE (CMP108G, CMP118R)

PROJECT ASSESSMENT

(Module custodian: Department of Visual Communication)

This module relies on the embedded knowledge related to and including photographic theories and practical principles relevant to the multi-disciplinary field of Commercial Photography. Evidence-based solutions and theory-driven arguments are continuously employed to visually conceptualise and develop a successful final portfolio intended for a pre-selected market with the intention of selling and producing a set portfolio. (Total tuition time: ± 300 hours)



COMMERCIAL PHOTOGRAPHY TECHNOLOGY (CPG108G, CPG118R)
(Module custodian: Department of Visual Communication)

PROJECT ASSESSMENT

Relying on the commercial photographic processes completed in Commercial Photography Practice, Commercial Photography Technology is the continuation of the Commercial Photographic process and will include the technological processes towards completing the final portfolio. Entrepreneurial strategies must be employed and maintained throughout the process of portfolio on to support the feasibility of the end portfolios. The final portfolio must show market relevance, saleability and be representative as the culmination of the photographic solution. Final exhibition and presentation of the body of work is conducted in a professional and industry manner. (Total tuition time: ± 300 hours)

D

DESIGN PROJECT (DPJ108G, DPJ118R)

PROJECT ASSESSMENT

(Module custodian: Department of Visual Communication)

This module focuses on theoretical knowledge and understanding of multi-, interdisciplinary and/or trans-disciplinary fields relating to the broad range of creative industries implied by the fields of Design. Underlying theories and principles support the practical application processes – focusing on the ability to create, operate and manage systematic complex or abstract creative design practice problems – within the relevant creative disciplines and industries. Advanced reflection of current thinking, practice and research in the area of specialisation can be integrated into the practical process drawing systematically on the body of knowledge and methods appropriate to the field of creative design practice. This module therefore focuses on providing discipline based theory-driven arguments for identifying, analysing and addressing practical problems for the purpose of improving creative practice from a theoretical perspective and ultimately producing evidence-based solutions. (Total tuition time: ± 200 hours)

I

INTEGRATED COMMUNICATION DESIGN PRACTICE (ICP108G, ICP118R)

PROJECT ASSESSMENT

(Module custodian: Department of Visual Communication)

This module relies on the embedded knowledge related to and including design theories and practical principles relevant to the multi-disciplinary field of Integrated Communication Design. Evidence-based solutions, theory-driven arguments and creative design processes are continuously employed to visually and cognitively conceptualise and develop a successful final integrated communication design product, intended for a pre-selected market with the intention of selling and producing that product/artefact. (Total tuition time: ± 300 hours)

INTEGRATED COMMUNICATION DESIGN TECHNOLOGY (ICT108G, ICT118R)

PROJECT ASSESSMENT

(Module custodian: Department of Visual Communication)

Relying on the design process completed in Integrated Communication Design Practice, this module is the continuation of the design process and will include the technological processes within multiple platforms (mediated networks) towards completing the final product. Manual and digital creative design processes are employed towards the preparation of suitable solutions for the sample products/artefacts as well as final production. Entrepreneurial strategies must be employed and maintained throughout the process of production to support the feasibility of the end products. The final product must show market relevance, saleability and be representative as the culmination of the design resolution. Final exhibition and presentation of the body of work are conducted in a professional and industry manner. (Total tuition time: ± 300 hours)

R

RESEARCH METHODS IN DESIGN II (DRM108G)

CONTINUOUS ASSESSMENT

(Module custodian: Department of Visual Communication)

The purpose of this module is to introduce students to advanced research methods and strategies with particular reference to design, so that the student may engage with research work related to their creative practice. This advanced knowledge in both practice-based and theory-based research practice within design will assist students to complete certain outcomes required for entry in the Master's degree and for a professional career. (Total tuition time: ± 300 hours)



TRANSDISCIPLINARY DESIGN STUDIES (TDU108G, TDU118R)
*(Module custodian: Department of Visual Communication)***PROJECT ASSESSMENT**

The purpose of this module is to enable a student to demonstrate knowledge of and engagement in transdisciplinary design, an area at the forefront of the field of design; an understanding of the theories, methods and techniques relevant to design, and an understanding of how to apply such knowledge in a transdisciplinary context. (Total tuition time: ± 300 hours)

