

# ADVANCED DIPLOMA IN COMMERCIAL PHOTOGRAPHY

AdvDip (Commercial Photography) - NQF Level 7 (120 credits)

Qualification code: **ADPG20**

SAQA ID: 109302, CHE NUMBER: H/H/16/E106CAN

Campus where offered: Arts Campus

## REMARKS

- a. *Admission requirement(s):*  
A National Diploma: Photography, or a Diploma in Commercial Photography, or a relevant bachelor's degree, or an equivalent qualification at NQF Level 6 with a minimum of 360 credits.  
  
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. Students will be evaluated based on the quality of the portfolio, the marks obtained in the previous qualification and/or work experience.  
  
Acceptance is subject to available capacity according to the Student Enrolment Plan (SEP). 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:*  
One year.
- g. *Exclusion and readmission:*  
See Chapter 2 of Students' Rules and Regulations.
- h. *Re-registration:*  
A student may re-register for any re-registration module only with the permission of the Head of the Department. The purpose of the re-registration is to provide students with an opportunity to complete the final project only, and not to redo the whole module, should they fail the module.

## CURRICULUM

### YEAR MODULES

CODE	MODULE	NQF-L	CREDIT
ADP107V	Advanced Post Production	(7)	(20)
ADP107R	Advanced Post Production (re-registration, see paragraph h)	(7)	(0)
APH107V	Applied Photography IV	(7)	(50)
APH107R	Applied Photography IV (re-registration, see paragraph h)	(7)	(0)



DPG107V	Design Research Methods I	(7)	(20)
DPG107R	Design Research Methods I (re-registration, see paragraph h)	(7)	(0)
THP107V	Theory of Photography IV	(7)	(10)
THP107R	Theory of Photography IV (re-registration, see paragraph h)	(7)	(0)

**plus two of the following modules:**

EPG107V	Event Photography	(7)	(10)
EPG107R	Event Photography (re-registration, see paragraph h)	(7)	(0)
PPH107V	Panoramic Photography	(7)	(10)
PPH107R	Panoramic Photography (re-registration, see paragraph h)	(7)	(0)
VID107V	Videography	(7)	(10)
VID107R	Videography (re-registration, see paragraph h)	(7)	(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:

#### A

##### **ADVANCED POST PRODUCTION (ADP107V/R)**

##### **PRACTICAL EVALUATION**

*(Module custodian: Department of Visual Communication)*

The purpose of this module is to extend the student's scope of knowledge within photographic software applications. It is particularly suitable for continuing professional development through a systematic understanding of advanced photographic software techniques. This module further links with the Applied Photography IV and elective modules to support a professionally compiled portfolio of images. (Total notional time: 200 hours)

##### **APPLIED PHOTOGRAPHY IV (APH107V/R)**

##### **PRACTICAL EVALUATION**

*(Module custodian: Department of Visual Communication)*

The purpose of this module is to extend the scope and integrated knowledge in the main fields of commercial photography. This module is particularly suitable for continuing professional development through the inculcation of a deep and systematic understanding of both current thinking, practice and technique within areas of commercial photography. The main practical area of expertise is complemented with a choice between two of three electives, namely Event Photography, Panoramic Photography or Videography. A professionally compiled portfolio of images prepared to an advanced commercial standard, forms part of this module outcome. (Total notional time: 500 hours)

#### D

##### **DESIGN RESEARCH METHODS I (DPG107V/R)**

##### **PROJECT ASSESSMENT**

*(Module custodian: Department of Visual Communication)*

This module enables a student to demonstrate an understanding of a range of applied methods of enquiry in the field of photography. Students will be able to demonstrate the ability to identify, analyse, evaluate, critically reflect on and address complex problems, applying evidence-based solutions and theory-driven arguments within a photographic context. Furthermore, students will acquire the ability to develop processes to gather and validate information within the field of photography. (Total notional time: 200 hours)



**E****EVENT PHOTOGRAPHY (EPG107V/R)****PRACTICAL EVALUATION**

*(Module custodian: Department of Visual Communication)*

The purpose is to extend the scope and integrated knowledge in the fields of events related to commercial photography. This module is therefore particularly suited for continuing professional development with a deep and systematic understanding of current thinking, practice and related equipment in the elective module. A professionally compiled portfolio of images, prepared to an advanced commercial standard, forms part of this module outcome. (Total notional time: 100 hours)

**P****PANORAMIC PHOTOGRAPHY (PPH107V/R)****PRACTICAL EVALUATION**

*(Module custodian: Department of Visual Communication)*

The purpose of this module is to extend the scope and integrated knowledge in the fields within panoramic related commercial photography. This module is therefore particularly suited for continuing professional development with a deep and systematic understanding of current thinking, practice and related equipment in the elective module. A professionally compiled portfolio of images, prepared to an advanced commercial standard, forms part of this module outcome. (Total notional time: 100 hours)

**T****THEORY OF PHOTOGRAPHY IV (THP107V/R)****PROJECT ASSESSMENT**

*(Module custodian: Department of Visual Communication)*

This module will guide students to demonstrate their advanced theoretical knowledge gained in the field of commercial photography through reflective writing. This module aids students to contextualise the information obtained to articulate interpretations pertaining to their respective photographic portfolios. (Total notional time: 100 hours)

**V****VIDEOGRAPHY (VID107V/R)****PRACTICAL EVALUATION**

*(Module custodian: Department of Visual Communication)*

The purpose of this module is to extend the scope and integrated knowledge in the use of still camera equipment in a videography domain. This module is therefore particularly suitable for continuing professional development through the inculcation of a deep and systematic understanding of current thinking, practice, equipment, software, editing and sound in commercial photography for the use in social media content creation. A professionally compiled portfolio of video footage, prepared to an advanced commercial standard, forms part of this module outcome. (Total notional time: 100 hours)

