

# DIPLOMA IN COMMERCIAL PHOTOGRAPHY

Dip (Commercial Photography) - NQF Level 6 (360 credits)

**Qualification code: DPPG20**

SAQA ID: 100992, CHE NUMBER: H16/14266/HEQSF

Campus where offered:

Arts Campus

## REMARKS

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

• **APPLICANTS WITH A SENIOR CERTIFICATE OBTAINED 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 **22**.

• **APPLICANTS WITH A NATIONAL SENIOR CERTIFICATE OBTAINED 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 3 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 **22** (excluding Life Orientation).

• **APPLICANTS WITH A NATIONAL CERTIFICATE (VOCATIONAL) AT NQF LEVEL 4:**

**Admission requirement(s):**

A National Certificate (Vocational) at NQF Level 4 with a bachelor's degree or a diploma 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 **22** (excluding Life Orientation).



- b. *Assessment procedure(s):*  
 Applicants who apply before the closing of the set departmental application date and who meet these minimum criteria (as listed above) will be invited to submit a portfolio for evaluation and to complete a questionnaire. The APS will contribute 20% to the final admission score, the questionnaire will contribute 30%, and the portfolio will contribute 50%.  
 Aspects that are taken into consideration are:
- (i) Potential to complete the programme successfully.
  - (ii) Successful completion of the admission requirements and questionnaire whereby the candidate will be assessed on their language proficiency, and ability to answer questions with insight.
  - (iii) The photographic assignment will be assessed according to the following:
    - Submission of all the photographs;
    - Technical aspects (sharpness, tonalities, perspective and use of light);
    - Content (subject matter and composition); and
    - Presentation.
- 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 Students' Rules and Regulations.

## CURRICULUM

### FIRST YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
32A115D	Communication for Academic Purposes I (first-semester module)	(5)	(10)	
AFH105D	African Photography I	(5)	(10)	
APH105D	Applied Photography I	(5)	(28)	
CPC125D	Computer Skills I (block module offered in the first semester)	(5)	(10)	
INI125D	Information Literacy I (block module)	(5)	(2)	
LF1125X	Life Skills I (block module)	(5)	(2)	
PFP105D	Professional Practice I	(5)	(10)	
PHT105D	Photographic Techniques I	(5)	(16)	
THP105D	Theory of Photography I	(5)	(22)	



VCM105D Visual Communication I (5) (10)

TOTAL CREDITS FOR THE FIRST YEAR: 120

### SECOND YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
APH206D	Applied Photography II	(6)	(30)	Applied Photography I Photographic Techniques I
PFP206D	Professional Practice II	(6)	(10)	Professional Practice I
PHT206D	Photographic Techniques II	(6)	(25)	Applied Photography I Photographic Techniques I
THP206D	Theory of Photography II	(6)	(15)	Theory of Photography I
VCM206D	Visual Communication II	(6)	(10)	African Photography I Visual Communication I
WPG205D	Work-Integrated Learning I	(5)	(30)	
TOTAL CREDITS FOR THE SECOND YEAR:			120	

### THIRD YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
APH306D	Applied Photography III	(6)	(30)	Applied Photography II Photographic Techniques II
ECP306D	Entrepreneurship III	(6)	(10)	Professional Practice II
PHT306D	Photographic Techniques III	(6)	(20)	Applied Photography II Photographic Techniques II
THP306D	Theory of Photography III	(6)	(10)	Theory of Photography II
VCM306D	Visual Communication III	(6)	(20)	Applied Photography II Photographic Techniques II Visual Communication II
WPG306D	Work-Integrated Learning II	(6)	(30)	Work-Integrated Learning I
TOTAL CREDITS FOR THE THIRD YEAR:			120	
TOTAL CREDITS FOR THE QUALIFICATION:			360	

### 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

#### AFRICAN PHOTOGRAPHY I (AFH105D)

#### CONTINUOUS ASSESSMENT

*(Module custodian: Department of Visual Communication)*

This module aims to investigate the History and Origin of Photography in Africa. It is only in recent years that some history and impact of photography were recorded on the continent. When one investigates the styles and approaches of some European countries, one can establish a distinct style amongst them. Areas of interest would be the Bamako Biennale of African Photography as well as the development of photographic genres in South Africa. (Total notional time: 100 hours)



**APPLIED PHOTOGRAPHY I (APH105D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

The student will be instructed to learn a variety of practical photographic applications, ranging from basic camera handling, digital image capture and processing, to doing photographic assignments on location and studio. All of these applications foster an understanding of the practical application of photography. A professionally compiled portfolio of images prepared and presented to an acceptable standard, forms part of this module outcome. (Total notional time: 280 hours)

**APPLIED PHOTOGRAPHY II (APH206D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

The main aim is to establish moderately advanced photographic practices geared towards an understanding of the commercial application of photographic skills. A professionally compiled portfolio of images, prepared to an acceptable commercial standard at this intermediate level, forms part of the graduate's module outcome. Students will be able to incorporate their knowledge gained through this module into their photography for the successful planning, execution and processing of photographic assignments. (Total notional time: 300 hours)

**APPLIED PHOTOGRAPHY III (APH306D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

The main aim of this module is to establish a progressive practical foundation in most aspects of applied photographic practice, sufficiently preparing the student for entry into the professional photographic market. All practical applications will be geared towards an understanding of the commercial application of photographic skills, enabling the graduate to enter the labour market with enough confidence to complete any reasonable photographic assignment professionally. (Total notional time: 300 hours)

**C****COMMUNICATION FOR ACADEMIC PURPOSES I (32A115D)****1 X 3-HOUR PAPER****(Module custodian: Department of Visual Communication)**

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 notional time: 100 hours)

**COMPUTER SKILLS I (CPC125D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

In this module, a blended learning approach will be followed, where the mode of delivery is both contact sessions and online learning. The theory component is facilitated online using myTUTor, while practical learning is facilitated through instructor-led and group-paced contact sessions supported by videos and other online content. After completing this module, candidates will be confident computer users with experience in using Graphical User Interface programs, skilled in spreadsheets software and the integration of the Microsoft Office suite, proficient in using the Apple Macintosh Computer and the Mac Operating System (MacOS); and competent in Adobe Creative Suite for applicable design tasks. (Total notional time: 100 hours)

**E****ENTREPRENEURSHIP III (ECP306D)****1 x 3-HOUR PAPER****(Module custodian: Department of Visual Communication)**

Students are led to integrate detailed knowledge about various business concerns into everyday business decisions. Through practical examples and exercises, aspects of running a business, essential business concepts, necessary financial calculations, online marketing and social media and various content related to basic South African commercial laws are addressed. (Total notional time: 100 hours)

**I****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 notional time: 20 hours)



**L****LIFE SKILLS I (LF1125X)****CONTINUOUS ASSESSMENT****(Module custodian: Directorate of Student Development and Support)**

Personal, socio-emotional and academic skills development for students in higher education. This module includes 1. Intra- and interpersonal skills (e.g. emotional intelligence, relationships, and conflict management); 2. General study skills (e.g. time management, goal setting, learning styles); 3. Health and wellness (e.g. HIV/AIDS, GBV issues, substance abuse); 4. Student life and adjustment (e.g. identity development, adjusting to a higher education environment); and 5. Financial management. (Total notional time: 20 hours)

**P****PHOTOGRAPHIC TECHNIQUES I (PHT105D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

The significance of this module is to bring about an understanding of basic photographic techniques to aid the Applied Photography I module. The student will, therefore, lead the student through all practical procedures required to obtain images to the required standard. This guidance will be intensely applied early on in the year, since the student will still be unfamiliar with all the required procedures. (Total notional time: 160 hours)

**PHOTOGRAPHIC TECHNIQUES II (PHT206D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

This module will further develop techniques learnt in the first year and expand the student's skill set. The second-year student will be instructed on lighting control, various camera formats, software techniques, studio practice, design for photography, printing techniques and visual diary. (Total notional time: 250 hours)

**PHOTOGRAPHIC TECHNIQUES III (PHT306D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

This module synthesises advanced photographic techniques and intellectual skills, enabling the integration of the students' expertise, culminating in professional photographic techniques practised with an ability to visualise professional and personal goals and concepts. (Total notional time: 200 hours)

**PROFESSIONAL PRACTICE I (PPF105D)****1 X 3-HOUR PAPER****(Module custodian: Department of Visual Communication)**

The significance of this module is to bring about a financial, ethical and practical awareness in an increasingly complex world of business. Students will be introduced to the basic fundamentals of trade and commerce to be able to understand the essentials of business management and entrepreneurship. (Total notional time: 100 hours)

**PROFESSIONAL PRACTICE II (PPF206D)****1 X 3-HOUR PAPER****(Module custodian: Department of Visual Communication)**

The fundamental objective of this module is to integrate the creative skills learned into the logic of the economic system that exists to date; thus observing the ethical, legal, cultural and commercial operations as well as other important concepts that may add currency to business managerial aptitude. The student will gain a working knowledge in the practice of ethical business dealings, and build confidence in future transactions with clients and prospective users of Professional Photography. (Total notional time: 100 hours)

**T****THEORY OF PHOTOGRAPHY I (THP105D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

The module's main aim is to familiarise the first-year student with the various theoretical photographic aspects that relate directly to its practical application. It is therefore geared at laying a solid grounding in the fundamental theoretical aspects of photography in preparation for the more advanced photographic concepts in both the second and third years of study. (Total notional time: 220 hours)



**THEORY OF PHOTOGRAPHY II (THP206D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

This module is designed to equip students with an advanced level of theoretical knowledge that will directly relate to the practical application in Applied Photography II. The technical matters are approached as a means to a practical end, resulting in greater control and underlying self-confidence when engaging in practical work. (Total notional time: 150 hours)

**THEORY OF PHOTOGRAPHY III (THP306D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

The main aim of this module is to expand on the theoretical knowledge acquired in the first and second year – extending the technical background to professional practice. The technical and professional matters are approached as a means to a practical end, resulting in greater professional control and underlying self-confidence when engaging in practical work. This module looks, in detail, at more specific applications of lesser-known photographic applications as well as modern-day digital applications. (Total notional time: 100 hours)

**V****VISUAL COMMUNICATION I (VCM105D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

This module will explore photography from its inception through the various movements. Aiming to set the foundation for visual literacy, the module will consider analysis and evaluation of a photograph together with an investigation into compositional guidelines. (Total notional time: 100 hours)

**VISUAL COMMUNICATION II (VCM206D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

The student is introduced to academic essay writing, emphasising the Monash Referencing method and introduced to the basics of Research Methodology. The module further explores South African photography, contemporary aesthetics in photography and special directions of photography. (Total notional time: 100 hours)

**VISUAL COMMUNICATION III (VCM306D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Visual Communication)**

Principles and methods underlying basic research projects in the arts and attempts to sensitise the students into a more explorative and questioning mindset. The students follow a path of analytical thinking and strive to become an “expert” of sorts in their chosen specialised module. This module further dovetails with the Specialised Projects section of the Applied Photography III components in that the students write short, content specific essays. (Total notional time: 200 hours)

**W****WORK-INTEGRATED LEARNING I (WPG205D)****WORK-INTEGRATED LEARNING****(Module custodian: Department of Visual Communication)**

The students will be introduced to the work-integrated learning concept in the second year of study. This module focuses on simulated scenarios. These specifically designed practical scenarios form the foundations to prepare students for work in the industry in a controlled environment. (Total notional time: 300 hours)

**WORK-INTEGRATED LEARNING II (WPG306D)****WORK-INTEGRATED LEARNING****(Module custodian: Department of Visual Communication)**

Students will be placed in a position to be able to experience the dynamics of the real world, coupled with a real working environment. Several industry partners will be requested to engage with the students during their placement in the industry professionally. This module will assist students in developing and growing within a work-related environment wherein they can be assessed by both the employer and a member of the lecturing staff. (Total notional time: 300 hours)

