

## DIPLOMA IN INTEGRATED COMMUNICATION DESIGN

Dip (Integrated Communication Design) - NQF Level 6 (360 credits)

**Qualification code: DPCD20**

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) 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 **24** (excluding Life Orientation).



- b. *Assessment procedure(s):*  
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)
32A115D	Communication for Academic Purposes I (first-semester module)	(5)	(10)	
AFD105D	African Design I	(5)	(10)	
CDR105D	Communication Design Practice I	(5)	(10)	
CPC125D	Computer Skills I (block module, offered in the first semester)	(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)	
LFT125D	Life Skills I (block module)	(5)	(3)	
MDE105D	Motion Design I	(5)	(15)	
TOTAL CREDITS FOR THE FIRST YEAR:			<b>120</b>	

### 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 Information Design I Integrated Communication Design I Interaction Design I Motion Design I
IAD206D	Interaction Design II (6)	(15)	Communication Design Practice I Information Design I Integrated Communication Design I Interaction Design I Motion Design I
ICD206D	Integrated Communication Design II (6)	(25)	Communication Design Practice I Information Design I Integrated Communication Design I Interaction Design I Motion Design I
IFD206D	Information Design II (6)	(15)	Communication Design Practice I Information Design I Integrated Communication Design I Interaction Design I Motion Design I
MDE206D	Motion Design II (6)	(20)	Communication Design Practice I Information Design I Integrated Communication 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 Information Design II Integrated Communication Design II Interaction Design II Motion Design II	
IAD306D	Interaction Design III (6)	(15)	Communication Design Practice II Information Design II Integrated Communication Design II Interaction Design II Motion Design II	
ICD306D	Integrated Communication Design III (6)	(25)	Communication Design Practice II Information Design II Integrated Communication Design II Interaction Design II Motion Design II	
IFD306D	Information Design III (6)	(15)	Communication Design Practice II Information Design II Integrated Communication Design II Interaction Design II Motion Design II	



MDE306D	Motion Design III	(6)	(15)	Communication Design Practice II Information Design II Integrated Communication Design II Interaction Design II Motion Design II
WIG306D	Work-Integrated Learning II	(6)	(40)	Work-Integrated Learning I
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. At time of publication, the syllabus content was defined as follows:

### A

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

*(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 notional time: 100 hours)

**CONTINUOUS ASSESSMENT**

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

*(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 notional time: 100 hours)

**CONTINUOUS ASSESSMENT**

### C

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

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

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

*(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 notional time: 100 hours for CDR105D and CDR306D, and 150 hours for CDR206D)

**CONTINUOUS ASSESSMENT**

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#### **COMMUNICATION FOR ACADEMIC PURPOSES I (32A115D)**

*(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)

**1 X 3-HOUR PAPER**



**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)

**I****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 notional time: 150 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 notional time: 150 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 notional time: 150 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 notional time: 20 hours)

**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 notional time: 250 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 notional time: 250 hours)

**INTEGRATED COMMUNICATION DESIGN III (ICD306D)****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, 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 notional time: 250 hours)

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

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 notional time: 200 hours)

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

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 notional time: 150 hours)



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

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 notional time: 150 hours)

**L****LIFE SKILLS I (LFT125D)****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: 30 hours)

**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 notional time: 150 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 notional time: 200 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 notional time: 150 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 notional time: 200 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 notional time: 400 hours)

