

# NATIONAL DIPLOMA: GRAPHIC DESIGN

Qualification code: NDDG04 - NQF Level 6

Campus where offered: Arts Campus (day classes)  
Last year of new intake: 2019  
Teach-out (phase-out) date: 31 December 2023

Students registered for this qualification should complete their studies according to the teach-out date prescribed for the qualification, subject to the stipulations of Regulation 3.1.11 and 3.1.13 in the Students' Rules and Regulations.

Information on phased-out programmes can be obtained from the TUT website, [www.tut.ac.za](http://www.tut.ac.za).

## CURRICULUM

Consult the 2019 Faculty Prospectus for the full contents of the qualification.

### FIRST YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CDE110T	Communication Design I	(0,300)	
DGT110T	Design Techniques I	(0,300)	
GDD110T	Graphic Design Drawing I	(0,200)	
HAD100B	History of Art and Design I	(0,100)	
PGD110T	Professional Graphic Design Practice I	(0,100)	
TOTAL CREDITS FOR THE FIRST YEAR:		<b>1,000</b>	

### SECOND YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CDE210T	Communication Design II	(0,400)	Communication Design I
DGT210T	Design Techniques II	(0,250)	Design Techniques I
GDD210T	Graphic Design Drawing II	(0,150)	Graphic Design Drawing I
HTG210T	History and Theory of Graphic Design II	(0,100)	History of Art and Design I
PGD210T	Professional Graphic Design Practice II	(0,100)	Professional Graphic Design Practice I
TOTAL CREDITS FOR THE SECOND YEAR:		<b>1,000</b>	

### THIRD YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CDE310T	Communication Design III	(0,500)	Communication Design II
DGT310T	Design Techniques III	(0,200)	Design Techniques II
GDD310T	Graphic Design Drawing III	(0,100)	Graphic Design Drawing II
HTG310T	History and Theory of Graphic Design III	(0,100)	History and Theory of Graphic Design II
PGD310T	Professional Graphic Design Practice III	(0,100)	Professional Graphic Design Practice II
TOTAL CREDITS FOR THE THIRD YEAR:		<b>1,000</b>	
TOTAL CREDITS FOR THE QUALIFICATION:		<b>3,000</b>	



## SUBJECT 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 subject. On 18 October 2019, the syllabus content was defined as follows:

### C

#### **COMMUNICATION DESIGN I (CDE110T)**

#### **PRACTICAL EVALUATION**

*(Subject custodian: Department of Visual Communication)*

Basic methods of conceptualisation, visualisation and presentation of introductory assignments in graphic design and with the emphasis on visual, problem-solving content. (Total tuition time: ± 170 hours)

#### **COMMUNICATION DESIGN II (CDE210T)**

#### **PRACTICAL EVALUATION**

*(Subject custodian: Department of Visual Communication)*

The conceptualisation, visualisation and presentation of broad-based process-related assignments in graphic design and with the emphasis on visual problem-solving content. (Total tuition time: ± 170 hours)

#### **COMMUNICATION DESIGN III (CDE310T)**

#### **PRACTICAL EVALUATION**

*(Subject custodian: Department of Visual Communication)*

Information is conveyed visually in the most effective way to stimulate the target market and retain its attention, interest, aspirations and eventual response. Comprehensive practical studio projects are set and completed, including real-life assignments by industry. (Total tuition time: ± 170 hours)

### D

#### **DESIGN TECHNIQUES I (DGT110T)**

#### **PRACTICAL EVALUATION**

*(Subject custodian: Department of Visual Communication)*

An introduction to the basic techniques, processes and materials that are necessary to produce communication concepts. (Total tuition time: ± 212 hours)

#### **DESIGN TECHNIQUES II (DGT210T)**

#### **PRACTICAL EVALUATION**

*(Subject custodian: Department of Visual Communication)*

A study of art illustration in general and of graphic art. The emphasis is placed on practical experimentation with and the production of design-orientated work. Various media and techniques are explored. Illustration and design problems encountered in the major subjects are examined. (Total tuition time: ± 205 hours)

#### **DESIGN TECHNIQUES III (DGT310T)**

#### **PRACTICAL EVALUATION**

*(Subject custodian: Department of Visual Communication)*

Advanced imaging techniques and reproduction for the final communication concepts involving computers and print, graphic art, illustration and photography. (Total tuition time: ± 205 hours)

### G

#### **GRAPHIC DESIGN DRAWING I (GDD110T)**

#### **PRACTICAL EVALUATION**

*(Subject custodian: Department of Visual Communication)*

Basic creative methods and a study of a wide range of drawn images in various mediums, using observation and imagination, to build a visual vocabulary as source material for communication design. (Total tuition time: ± 68 hours)

#### **GRAPHIC DESIGN DRAWING II (GDD210T)**

#### **PRACTICAL EVALUATION**

*(Subject custodian: Department of Visual Communication)*

This subject focuses on the progressive skills development of drawing in design to formulate conceptual, cognitive and visual ideas relating to the discipline. Students will be able to have an in-depth understanding of diverse drawing frameworks in aid of visual training, as it attends to its own uniquely immediate way with issues such as eye-hand co-ordination, composition, proportion and expression. Students will develop a greater understanding and skill development of representing worldly and humanistic attributes in support of design specific solutions. (Total tuition time: ± 153 hours)



**GRAPHIC DESIGN DRAWING III (GDD310T)****PRACTICAL EVALUATION****(Subject custodian: Department of Visual Communication)**

Further practice and development of both general and figure drawing. Utilising various illustration techniques, using observation and imagination, with the emphasis on the application to communication projects. (Total tuition time: ± 72,5 hours)

**H****HISTORY AND THEORY OF GRAPHIC DESIGN II (HTG210T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Visual Communication)**

This subject focuses on in-depth, transdisciplinary theoretical perspectives and principles that pertain to graphic design. The focus of this subject is founded on the role, influence, comprehension and application of theories from a cognitive, visual, phenomenological, empirical and ontological perspective. The students will acquire an appropriate level of comprehension of such pertinent theories and development of concepts of design and the critical explication and analysis of existing design. The students will be able to demonstrate an engagement of proper critical and analytical academic thoroughness of design through the use and understanding of certain pertinent theories, research methods and techniques. (Total tuition time: ± 34 hours)

**HISTORY AND THEORY OF GRAPHIC DESIGN III (HTG310T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Visual Communication)**

Students will be able to demonstrate the ability to conduct research and to use appropriate research methods; use and apply relevant theoretical and creative models; group, evaluate and select the most effective visual concept according to advertising principles; testing the effectiveness of a visual product; communicate textually within a range of artist/client contexts and the consideration of variables that affect the production of graphic design products. (Total tuition time: ± 34 hours)

**HISTORY OF ART AND DESIGN I (HAD100B)****1 X 3-HOUR PAPER****(Subject custodian: Department of Visual Communication)**

Students will be able to demonstrate an appropriate level of comprehension of broad art-historical principles. They will gain an understanding of the development of art concepts, the critical explication and analysis of works of art, and the relationship between the broad issues of art theory and studio practice. (Total tuition time: ± 168 hours)

**P****PROFESSIONAL GRAPHIC DESIGN PRACTICE I (PGD110T)****PRACTICAL EVALUATION****(Subject custodian: Department of Visual Communication)**

The subject is an introduction to verbal, written, electronic and other communication methods. Business concepts. (Total tuition time: ± 85 hours)

**PROFESSIONAL GRAPHIC DESIGN PRACTICE II (PGD210T)****PRACTICAL EVALUATION****(Subject custodian: Department of Visual Communication)**

A study of the graphic design business and the characteristics and requirements of the reproduction processes, as well as the principles of advertising and marketing. (Total tuition time: ± 68 hours)

**PROFESSIONAL GRAPHIC DESIGN PRACTICE III (PGD310T)****PRACTICAL EVALUATION****(Subject custodian: Department of Visual Communication)**

A study of the business of graphic design in relation to employment and entrepreneurship, as well as the principles of advertising and marketing. Work-Integrated Learning is accommodated, which includes a practical seven-week internship. (Total tuition time: ± 68 hours)

