

## ADVANCED DIPLOMA IN INTEGRATED COMMUNICATION DESIGN

AdvDip (Integrated Communication Design) - NQF Level 7 (120 credits)

**Qualification code: ADCD20**

SAQA ID: 108862, CHE NUMBER: H/H16/E076CAN

Campus where offered: Arts Campus

### REMARKS

**a. Admission requirement(s):**

A National Diploma: Graphic Design or Multimedia, **or** a Diploma in Integrated Communication Design, **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). 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:**

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

#### ATTENDANCE

CODE	MODULE	NQF-L	CREDIT
DRM107V	Design Research Methods I	(7)	(20)



DRM117R	Design Research Methods I (re-registration) (first-semester module, see paragraph h)	(7)	(0)
ICD107V	Integrated Communication Design IV	(7)	(50)
ICD117R	Integrated Communication Design IV (re-registration) (first-semester module, see paragraph h)	(7)	(0)

**plus one of the following electives:**

IAD107V	Interaction Design IV	(7)	(50)
IAD117R	Interaction Design IV (re-registration) (first-semester module, see paragraph h)	(7)	(0)
IFD107V	Information Design IV	(7)	(50)
IFD117R	Information Design IV (re-registration) (first-semester module, see paragraph h)	(7)	(0)
MDE107V	Motion Design IV	(7)	(50)
MDE117R	Motion Design IV (re-registration) (first-semester module, 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:

### D

#### **DESIGN RESEARCH METHODS I (DRM107V, DRM117R)** (Module custodian: Department of Visual Communication)

#### **PROJECT ASSESSMENT**

Students will be able to: 1. Demonstrate an understanding of a range of applied methods of enquiry in the field of design, and their suitability to specific investigations; and the ability to select and apply a range of applied methods to resolve problems or introduce change within design practice. 2. Demonstrate the ability to identify, analyse, evaluate, critically reflect on and address complex problems, applying evidence-based solutions and theory-driven arguments within a Design context. 3. Demonstrate the ability to take decisions and act ethically and professionally, and the ability to justify those decisions and actions drawing on appropriate ethical values and approaches within a design environment. Furthermore, students will acquire the ability to develop appropriately applied processes of information gathering within a design context; and the ability to independently validate the sources of information and evaluate and manage the information. Finally, they will also be able to demonstrate an understanding of knowledge as contested and the ability to evaluate types of applied knowledge and explanations typical within the field of design. (Total notional time: 200 hours)

### I

#### **INFORMATION DESIGN IV (IFD107V, IFD117R)** (Module custodian: Department of Visual Communication)

#### **PROJECT ASSESSMENT**

A module aimed at the further development of a student's understanding of advanced methods that can be used for the visual and textual display of information, by making complex, technical contexts easy to understand and accessible. The module is further aligned to the contexts and themes of the projects in the Integrated Communication Design IV module that will be informed by socio-economic, socio-ethical and socio-ecological lenses 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: 500 hours)



**INTEGRATED COMMUNICATION DESIGN IV (ICD107V, ICD117R)**  
*(Module custodian: Department of Visual Communication)*

**PROJECT ASSESSMENT**

A module aimed at the further development of a student's understanding and knowledge of the principles, methods, and theories at an advanced 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 the 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 and research 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 elective modules of Motion Design, Interaction Design and Information Design reflexively integrated into the three projects, supported by appropriate theoretical frameworks. The contexts and themes of these projects will be informed by the socio-economic, socio-ethical and socio-ecological lenses across the four orders of design, taking cognisance of the knowledge gained in elective modules. (Total notional time: 500 hours)

**INTERACTION DESIGN IV (IAD107V, IAD117R)**  
*(Module custodian: Department of Visual Communication)*

**PROJECT ASSESSMENT**

A module aimed at the further development of a student's understanding of advanced methods for 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: 500 hours)

**M**

**MOTION DESIGN IV (MDE107V, MDE117R)**

**PROJECT ASSESSMENT**

*(Module custodian: Department of Visual Communication)*

A module aimed at the further development of a student's understanding of 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). 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 socio-economic, socio-ethical and socio-ecological lenses 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: 500 hours)

