DUT
DURBAN UNIVERSITY OF TECHNOLOGY

FACULTY OF ARTS & DESIGN

2019 HANDBOOK
VISUAL COMMUNICATION DESIGN

HANDBOOK FOR 2019

FACULTY OF ARTS AND DESIGN

DEPARTMENT OF VISUAL COMMUNICATION DESIGN

**Graphic Design
Interior Design
Photography**

DEPARTMENTAL MISSION
Vision and Mission Statement for the
Department of Visual Communication Design:

Vision
To develop a research-based visual communication design education within the Southern African context, that is both locally and internationally relevant and affirms our rich intellectual, creative and cultural heritage, in a manner that facilitates access to professional design practice.

Mission Statement
1. To provide a Visual Communication Design education that enables graduates to be creatively, intellectually, technically, and professionally competitive as designers and photographers to the level of local and international standards. To prepare learners with knowledge and skills for viable career performance for all areas of the Graphic Design, Interior Design and Photographic industries. To empower learners to communicate effectively with appropriate skills for the Graphic Design, Interior Design and Photographic professions.
2. To promote partnerships with industry, community, and society and with other educational institutions both within South Africa and abroad.
3. To promote research and build research capacity that is appropriate/ relevant to the needs of contemporary South African society, and informs both education and design practice. To research and apply new technologies and new applications of conventional techniques.
4. To promote an ethical and critical approach to all three disciplines; and to affirm their capacity to function as important tools for social upliftment and change.
5. To provide a supportive, nurturing environment for students and which promotes self-motivation.

What is a University of Technology?
A university of technology is characterized by being research informed rather than research driven where the focus is on strategic and applied research that can be translated into professional practice. Furthermore, research output is commercialized thus providing a source of income for the institution. Learning programmes, in which the emphasis on technological capability is as important as cognitive skills, are developed around graduate profiles as defined by industry and the professions.

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IMPORTANT NOTICE

The departmental rules in this handbook must be read in conjunction with the University of Technology's General Rules contained in the current General Handbook for Students.

In 2019 Visual Communication Design offers the new undergraduate Bachelor of Design in Visual Communication Design degree for the first time, which replaces the current National Diploma in Graphic Design. The Interior Design and Photography programmes aim to introduce new qualifications in 2020. All new qualifications are aligned to national HEQSF requirements and their introduction is dependent on receiving accreditation from the Council on Higher Education. The phasing-in of new qualifications and phasing-out of old qualifications is a DUT process and will not disadvantage students who are already enrolled.

NOTE TO ALL REGISTERED STUDENTS

Your registration is in accordance with all current rules of the Institution. If, for whatever reason, you do not register consecutively for every year/semester of your programme, your existing registration contract with the Institution will cease. Your re-registration anytime thereafter will be at the discretion of the Institution and, if permitted, will be in accordance with the rules applicable at that time.

1. CONTACT DETAILS

Graphic Design Programme queries to:

Secretary:	Mrs. Parveen Randeree
Tel No:	031 373 6648
Fax No:	086 674 1026
Location of Programme:	City Campus

Interior Design Programme queries to:

Secretary:	Ms. Senele Nhlumayo
Tel No:	031 373 6503
Location of Programme:	City Campus

Photography Programme queries to:

Secretary:	Ms. Nomfundo Msomi
Tel No:	031 373 5405
Location of Programme:	M.L. Sultan Campus

All **Faculty** queries to:

Faculty officer:	Mr. Pragasen Reddy
Tel No:	031 373 6522
Fax No:	031 373 6518
Location of Faculty office:	Room 30, City Campus

Executive Dean:	Dr. René Smith
Tel No:	031 373 6517
Fax No:	031 373 6518
Location of Executive Dean's office	City Campus

2.   STAFFING

Head of Department   Mr. Nicolaas Human, M Tech

Graphic Design Programme

Associate Professor   Prof. Rolf Gaede, D Phil, D Tech

Lecturer   Dr. Phillipa Kethro DPhil: Education
Mr. Sagren Moodley, BA(Hons)
Ms. Latha Ravjee, M Tech
Mr. Dennis Purvis, HNDip
Mr. Ernest van der Merwe, M Tech
Ms. Marlene Wasserman, MA
Mr. Mthandeni Zama, B Tech
Mr. Dane Knudsen, MAA

Junior Lecturer   Mr. Frank Kalala, B Tech

Interior Design Programme

Programme Co-ordinator   Ms. Susan Barrett, NH Dip.

Lecturers   Ms. Michelle Reynolds, M Tech
Ms. Lyndall Kemm-Stols, M Ed
Ms. Hlengiwe Mlambo, M Tech

Photography Programme

Programme Co-ordinator   To be confirmed.

Lecturers   Mr. Vernon Hoover, NHDip
Mr. Vednath Nundlall (Joey) Rampersad, B Tech
Mrs. Angela Buckland, MA
Mr. Mark Mindry, M Tech

3. PROGRAMMES OFFERED BY THE DEPARTMENT

Programmes are offered in this Department which, upon successful completion, lead to the award of the following qualifications:

Qualification	SAQA NLRD Number
National Diploma in Graphic Design (phasing out)*	72237
Bachelor of Design in Visual Communication Design	101607
Bachelor of Technology in Graphic Design**	72138
Master of Applied Arts in Graphic Design	96832
PhD in Visual and Performing Arts	94621
National Diploma in Interior Design	72242
Bachelor of Technology in Interior Design**	72143
Master of Applied Arts in Interior Design	96834
National Diploma in Photography	72254
Bachelor of Technology in Photography**	72153
Master of Applied Arts in Photography	96840

* No new first year registrations in 2019
** Last year of new registrations in 2019

GRAPHIC DESIGN PROGRAMME
INFORMATION AND RULES

1.   ADMISSION
Admission and selection requirement for each programme are outlined below.

1.2   ADMISSION & SELECTION REQUIREMENTS
Bachelor of Design in Visual Communication Design
In addition to the provisions of the General Rules, students are selected on the merits of a portfolio and entrance examination. Applications close at 31 August 2018 and prospective students are notified thereafter of the entrance test, interview and portfolio submission dates. Places will be awarded based on the results of all three components of the process.

National Diploma in Graphic Design *(2018 was the last intake of first-time entering students)*
As the National Diploma in Graphic Design is being replaced by the Bachelor of Design in Visual Communication Design, no new applicants for this qualification will be accepted for 2019.

Bachelor of Technology in Graphic Design *(2019 is the last year for first-time entering students)*
In addition to the provisions of the General Rules, for admission to the Bachelor of Technology Degree a student must:
1.   Be in possession of a National Diploma in Graphic Design or a recognised equivalent qualification.
2.   Appear personally before a selection panel consisting of the Head of Department and staff of the Graphic Design Programme.

Master of Applied Arts in Graphic Design
In addition to the provisions of the General Rules, for admission to the Master of Applied Arts in Graphic Design a student must:
1.   Be in possession of a Bachelor of Technology in Graphic Design or a recognised equivalent qualification.
2.   Prospective students may be required to meet in person with the Postgraduate Co-ordinator and/or the Head of Department, as well as supervisory staff.

2.   COMPLETION OF YEAR WORK
2.1   All assignments, tests and projects have an assessment weighting as assigned per project in the study guide.
2.2   Failure to submit an assignment by the due deadline or writing a test will result in a zero being awarded unless there has been a condoned absence during a substantial part of the assignment. The zero will be included when calculating the year mark. The minimum number of assignments or tests as laid down by the department must be completed in order to gain a year mark.
2.3   An extension of deadline may be granted by the lecturer only if it benefits the entire class group and if it does not extend beyond the module.
2.4   Condonable absences
Absentee notes must be submitted to the Departmental Secretary within 7 working days after the student's return. Notes submitted after this period will not be accepted.

2.5   Condonements
No more than 20%, i.e.1 in 5 or 2 in 10, of the year's marks may be condoned. Non-submissions exceeding this amount will not be condoned. Condonements are subject to the 7 day submission rule above.

3.   EXAMINATIONS
3.1.   The final mark will comprise:
3.1.1.   Bachelor's degree First Year Level (available 2019: First Year only):
Practical subjects
- 40% semester mark
- 60% portfolio presentation which shall include a compulsory controlled project.
3.1.2.   National Diploma First Year Level (2019: repeats only):
Practical subjects
- 40% year mark
- 60% portfolio presentation which shall include a compulsory controlled project.
3.1.3.   National Diploma Second and Third Year Level:
Practical subjects
- 40% year mark
- 60% portfolio presentation which may include a compulsory controlled project.
3.1.4.   Bachelor of Technology:
- 100% portfolio presentation and report.
3.1.5   Master of Applied Arts:
- either: 50% dissertation plus 50% project portfolio
or 100% dissertation.
- examination will be conducted as described in the DUT Postgraduate Guide.
3.1.6   Doctor of Philosophy in Visual and Performing Arts:
- thesis which may be accompanied by a practical component.
- examination will be conducted as described in the DUT Postgraduate Guide.

3.3   **SUPPLEMENTARY EXAMINATIONS**
Supplementary examinations are not permitted in practical subjects or modules which are examined by portfolio presentation; nor in theory subjects or modules, which are examined by continuous assessment.

4.   PASS REQUIREMENTS *(Refer to the Progression Rules of the Bachelor of Design in Visual Communication Design.)*
4.1.   Both of the major subjects, Communication Design 1, 2 and 3 and Design Techniques 1, 2 and 3, must be passed before the student may be promoted to the next level of study.
4.2.   A maximum of one subject may be carried into the next level of study provided the final mark is not less than 40%.

5.   ABSENCES
Absence from classes or during the assignment periods will be condoned only on presentation of proof of valid reason to the head of department or secretary.

6. CONDUCT OF STUDENTS IN STUDIOS AND LECTURE ROOMS

Rules of Conduct pertaining to the specific rooms as published, shall apply to all students registered in the department.

7. USE OF STUDENT WORK

7.1   The department reserves the right to use the students' designs and artwork produced during the course of study for purposes of, inter-alia, course advertising and promotions at its discretion and without compensation to the student.

7.2   Compensation to students for designs and artwork produced in the course of a commission from a third party through the Graphic Design Programme will be by negotiation between the student and the department.

7.3   The programme reserves the right to retain students' work for a period not exceeding one year, provided that the student to whom such work belongs shall have access to it in consultation with the programme.

RULES FOR QUALIFICATIONS

BACHELOR OF DESIGN IN VISUAL COMMUNICATION DESIGN
B Des (VCD)

- **Purpose**

  The purpose of the Bachelor of Design in Visual Communication Design is   to provide a first professional level education in the field of Visual Communication Design (VCD), and so to develop graduates who will be capable of gaining employment at an entry level in any of the range of industries that require applied VCD capabilities, and of applying their learning to these employment contexts immediately; and to prepare graduates for further studies at Honours level.

- This is a 3-year, 376-credit HEQSF level 7 professionally-oriented Bachelor's degree.

- **Outcomes**

  Graduates will demonstrate the ability to:

  1. Formulate a creative brief, leading to original Visual Communication Design concepts, strategies and solutions, which meet a client's visual communication needs and encompass audience and context;

  2. Conduct research for both academic and applied purposes;

  3. Visualise and design an original visual communication campaign that give expression to the original concept, using appropriate levels of current technological competencies, for production of the campaign in accordance with professional requirements and media specifications;

  4. Communicate complex concepts effectively and creatively, via visual, written or oral means, to bring about new understanding; and taking into account cultural, social, environmental and other ethical concerns.

- **Potential Careers**

  As a first degree, it is expected that most graduates of this qualification may potentially seek employment or self-employment in any of the sub-fields of Visual Communication Design as broadly defined and evolving over time, including but not limited to design and illustration for print media and advertising; animation, web- and multi-media design, on-line and cell-phone application ("app") design, product design, and other specialisations. The qualification will also enable graduates to pursue further studies at Honours level.

- **Professional Registration**

  Professional Registration is not currently required in order to practice as a Visual Communication Designer. However, applicants are advised to check whether this remains the case at the time of graduation.

BD.1. APPLICABILITY

BD.1.1. These rules BD.1 to BD.7 shall be applicable to every registered candidate for the above degree, notwithstanding the provisions of the General Rules of Durban University of Technology. All students shall also comply with any other rules or conditions as may be prescribed by DUT.

BD.1.2. The rules in this handbook must be read in conjunction with the Durban University of Technology's General Rules contained in the current General Handbook for Students, and the relevant Module Study Guides.

BD.2. MINIMUM ADMISSION REQUIREMENTS

Minimum admission requirements for admission to the Bachelor of Design in Visual Communication Design correspond to those set by the DHET for Bachelor's degree admission, as per General Rule G7(2)(b)(ii). Applicants must also successfully complete an entrance test and submit a portfolio of their own recent art/design work as per the department's instructions.

BD.3. PROGRAMME STRUCTURE

All compulsory modules marked 'C' in the table below must be taken by all students registering for the degree. Modules marked 'E' are electives. Students may choose amongst these as indicated in the table under BD. 13. General Education. The department and DUT reserve the right to substitute amongst these if necessary and as available. Elective modules are subject to availability and student numbers.

Name of module	Module Code	Year/ Semester	Study Period	HEQSF Level	Module Credits	C/E*	Pre-Req.	Co-Req	Exam**
DUT IGE Module Cornerstone	CSTN101	**Y1S1**	1	5	12	C	Nil	Nil	No
FAD GE Module English for the Arts	EGLA101	**Y1S1**	1	5	12	C	Nil	Nil	No
Visual Communication Design 101	VCDS111	**Y1S1**	1	5	20	C	Nil	GRTT111	No
Graphic Techniques and Technology 101	GRTT111	**Y1S1**	1	5	20	C	Nil	VCDS111	No
DUT IGE Module ICT Literacy & Skills	ICTL101	**Y1S2**	2	5	**8**	E	Nil	Nil	No
DUT IGE Module Interpersonal Communication & Self	ICMS101	**Y1S2**	2	5	**8**	E	Nil	Nil	No
DUT IGE Module Cultural Diversity	CLDV101	**Y1S2**	2	5	**8**	E	Nil	Nil	No
Critical & Contextual Studies 101	CCTX101	**Y1S2**	2	5	**12**	C	Nil	Nil	No
Visual Communication Design 102	VCDS121	**Y1S2**	2	6	**16**	C	VCDS111 GRTT111	GRTT121	No
Graphic Techniques and Technology 102	GRTT121	**Y1S2**	2	6	**16**	C	VCDS111 GRTT111	VCDS121	No
Professional Design Practice 101	PFDP101	**Y1S2**	2	5	**12**	C	Nil	Nil	No

Module	Code								
DUT IGE Module Introduction to Technopreneurship	ITCH101	**Y2S1**	3	5	8	E	Nil	Nil	No
DUT IGE Module Values in the Workplace	VWKP101	**Y2S1**	3	5	8	E	Nil	Nil	No
DUT IGE Module Leadership	LDSH101	**Y2S1**	3	5	8	E	Nil	Nil	No
FAD GE Module Critical Thinking	CTHK101	**Y2S1**	3	5	12	E	Nil	Nil	No
FAD GE Module French	FRCH101	**Y2S1**	3	5	12	E	Nil	Nil	No
FAD GE Module isiZulu	IZUL101	**Y2S1**	3	5	12	E	Nil	Nil	No
FAD GE Module Portuguese	PTGS101	**Y2S1**	3	5	12	E	Nil	Nil	No
FAD GE Module Mandarin	MDRN101	**Y2S1**	3	5	12	E	Nil	Nil	Yes
Critical and Contextual Studies 201	CCTX201	**Y2S1**	3	6	12	C	CCTX101	Nil	No
Visual Communication Design 201	VCDS211	**Y2S1**	3	6	16	C	VCDS121 GRTT121	GVST211	No
Graphic Visualisation & Technology 201	GVST211	**Y2S1**	3	6	16	C	VCDS121 GRTT121	VCDS211	No
FAD GE Module Media and Visual Literacy	MVSL101	**Y2S2**	4	5	12	E	Nil	Nil	No
FAD GE Module Social Responsibility and Sustainable Community Development	SRSC101	**Y2S2**	4	5	12	E	Nil	Nil	No
Visual Communication Design 202	VCDS221	**Y2S2**	4	7	20	C	VCDS211 GVST211	GVST221	No
Graphic Visualisation & Technology 202	GVST221	**Y2S2**	4	6	20	C	VCDS211 GVST211	VCDS221	No
Professional Design Practice 201	PFDP201	**Y2S2**	4	6	12	C	PFDP101	Nil	No
DUT IGE Module Equality & diversity	EQDV101	**Y3S1**	5	6	8	E	Nil	Nil	No
DUT IGE Module The Global Environment	GENV101	**Y3S1**	5	6	8	E	Nil	Nil	No
DUT IGE Module Community Engagement Project	CMEP101	**Y3S1**	5	6	8	E	Nil	Nil	No
Critical and Contextual Studies 301	CCTX301	**Y3S1**	5	7	12	C	CCTX201	Nil	No
Advanced Visual Communication Design 301	AVCD311	**Y3S1**	5	7	20	C	VCDS221 GVST221	GVST311	No
Graphic Visualisation & Technology 301	GVST311	**Y3S1**	5	7	20	C	VCDS221 GVST221	AVCD311	No
Advanced Visual Communication Design 302	AVCD321	**Y3S2**	6	7	28	C	AVCD311 GVST311	GVST321	No

| Graphic Visualisation & Technology 302 | GVST321 | **Y3S2** | 6 | 7 | 20 | C | AVCD311 GVST311 | AVCD321 | No |
| Professional Design Industry Practice 301 | PDIP301 | **Y3S2** | 6 | 7 | 12 | C | PFDP201 | Nil | No |

NB: 'Pre-Req' = Pre-requisite: a student must have passed the module before they may register for the succeeding module.

'Co-Req' = Co-requisite: a student must register for all the modules indicated at the same time.

BD.4. PROMOTION TO A HIGHER LEVEL/ PROGRESSION RULES

BD.4.1. All compulsory modules and the student's choice of elective modules in a given year of study must be passed before the student may be promoted to the next level of study.

BD.4.2. Students who fail a module may repeat this module as soon as it is next available, provided that doing so does not cause a timetable clash with other modules. In the event of a timetable clash, the student should complete the module to be repeated before registering for any clashing modules.

BD.4.3. A student may not register for two modules that take place at the same time on the timetable.

BD.5. UNSATISFACTORY ACADEMIC PROGRESS

BD.5.1. Unsatisfactory academic Progress is defined as failure to achieve the 50% pass mark for all modules required (Rule G14) within the 5 years maximum period of registration allowed for this qualification.

BD.5.2 A student will further be deemed to have made unsatisfactory academic progress if at any point their progress is such that they will not be able to complete the qualification within five years, even if the full registration period has not expired at that time.

Rule G17 applies.

1. BACHELOR OF DESIGN IN VISUAL COMMUNICATION DESIGN PROGRAMME CODE: BDVCD1
1.1 EXAMINATION
All portfolio presentations shall consist of a prescribed number of pieces of work executed during the year and may or may not include a controlled project in both the first and second year. The portfolio requirements will be published at the end of the third term.
1.2. SYLLABI
The syllabus for each subject is detailed later in this handbook

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2. NATIONAL DIPLOMA IN GRAPHIC DESIGN: PROGRAMME CODE: NDGDES02

2.1. EXAMINATION

All portfolio presentations shall consist of a prescribed number of pieces of work executed during the year and may or may not include a controlled project in both the first and second year. The portfolio requirements will be published at the end of the third term.

2.2. SYLLABI

The syllabus for each subject is detailed later in this handbook.

3. B.TECH DEGREE IN GRAPHIC DESIGN: PROGRAMME CODE: BTGDES01

Minimum entrance requirements for the Bachelor of Technology in Graphic Design is a completed NQF level 6 qualification in graphic design or associated field.

3.1. EXAMINATION

3.1.1. The examination shall take the form of an exhibition of work completed during the year. The exhibition of work and the report should be adequately linked and will be evaluated by a panel of internal and external examiners appointed by the University.

3.1.2. The programme of study and the report must be available at the final exhibition.

3.1.3. Only when the lecturer is satisfied with the quality of work, may the student present himself for examination.

3.2. INSTRUCTIONAL PROGRAMME

3.2.1. The programme will consist of specialised practice and documented investigation in the field of study as selected by the student and approved by the lecturing staff.

3.2.2. The student is to produce a proposed programme of work in writing schematically or visually, within one month of commencing the instructional programme for submission to the selection panel for its approval. The work as set out in the programme is to be practical work of a visual nature to be supported by a written report.

3.2.3. The student may, with the approval of the lecturer, consult with specialists during the course of research.

3.2.4. Should the process of investigation justify, the proposed programme of study may be broadened or narrowed in collaboration with the lecturing staff.

3.2.5. The student will have access to the facilities contained in the department, subject to the approval of the head of department.

3.2.6. Progress of work must be discussed regularly with the lecturer.

3.3. ATTENDANCE

3.3.1. Full-time students will attend during normal study hours, five days per week.

3.3.2. Part-time students will attend during normal study hours, at least one full day per week.

4.   MASTER OF APPLIED ARTS IN GRAPHIC DESIGN:
**   PROGRAMME CODE: MAGDSI**
4.1   RESEARCH OPTION (only) A comprehensive research project and dissertation.

5.   DOCTOR OF PHILOSOPHY IN VISUAL AND PERFORMING ARTS:
**   PROGRAMME CODE: DPVPA1**
Purpose

The purpose of the Doctor of Philosophy in Visual and Performing Arts degree is to contribute to knowledge and learning within the broad field of the Visual and Performing Arts by conducting original, creative, and scholarly research, and thus to develop highly skilled researchers and promote the career advancement of students in the field of Visual and Performing Arts. This is a 360-credit HEQSF level 10 full research doctoral qualification.

Outcomes

Graduates will demonstrate the ability to conceptualise, design, and manage original and creative research in a chosen specialised area within the overall field of the Visual and Performing Arts, leading to new knowledge and documented in a thesis, showing intellectual independence, appropriate development, management, and leadership of research.

Potential Careers

As a terminal qualification, it is expected that most graduates of this qualification will seek or already be involved in careers in tertiary education or education generally; they could also forge careers in their chosen Visual or Performing Arts practice, commissioned research, government, Visual and Performing Arts consultation and policy development, amongst many others.

Professional Registration

Most careers in the Visual and Performing Arts do not require or provide professional registration in South Africa. However, applicants are advised to check whether this remains the case for their particular specialisation.

PH.1.   APPLICABILITY

PH.1.1. These rules PH.1 to PH.15 shall be applicable to every registered candidate for the above degree, notwithstanding the provisions of the General Rules of the Durban University of Technology. All students shall also comply with any other rules or conditions as may be prescribed by the Durban University of Technology.

PH.1.2. The rules in this handbook must be read in conjunction with the Durban University of Technology's General Rules contained in the current General Handbook for Students, and the Postgraduate Student Guide.

PH.2.   PROGRAMME OFFERED BY THE FACULTY

PH.2.1. The Programme offered in this Faculty leads, upon successful completion, to the award of the following qualification:
Qualification: PhD: Visual and Performing Arts
SAQA NLRD Number: 94621

PH.2.2. A student for the PhD degree in Visual and Performing Arts shall be required to pursue an approved programme of creative and/or theoretical research on a topic that falls within the scope of the overall CESM category 03 (Visual and Performing Arts) and the programmes representing this category in the Faculty of Arts and Design. Please note that the CESM category 03 includes the following overall sub-categories:

0301 Dance
0302 Design and Applied Arts
0303 Drama/Theatre Arts
0304 Film/Video and Photographic Arts
0305 Fine and Studio Art
0306 Music (not currently offered at the Durban University of Technology)
0399 Visual and Performing Arts (other)

PH.2.3. The programme of study undertaken shall make a distinct contribution to knowledge in the topic discipline(s) and shall demonstrate evidence of original, innovative work of an applied creative nature, and/or of independent critical and/or theoretical thinking.

PH.2.4. This qualification is a research degree, which comprises interrelated creative and theoretical components. It is taken by submission of a completed project of specialized creative research in a specified aspect or discipline of the Visual and Performing Arts. The project may be presented in the form of a performance and/or exhibition supported by a thesis, or as a thesis alone. It is recommended, but not essential, that a substantial body of applied creative work be submitted as an outcome of the research, which is to be examined as an integral part of the project as a whole.

PH.2.5. Subject to availability of space and appropriate supervision, this degree may be taken in the Faculty of Arts and Design, and may be housed in any of the participating Visual and Performing Arts programmes in the Faculty of Arts and Design at Durban University of Technology, currently: Drama and Production Studies, Fashion and Textile Design, Fine Art, Graphic Design, Interior Design, Jewellery Design, Photography, and Video Technology. Suitable projects if approved may also be housed in other programmes of the Faculty. Further, subject to supervision and programme agreement, a student may elect to pursue a cross-disciplinary or multi-disciplinary study involving two or more of these programmes.

PH.2.6. In the event of a suitable supervisor not being available in the programme in which the proposed study is to be housed, such supervisors may be sought outside the programme concerned and of necessary outside the University.

PH.3.   APPLICATION AND MINIMUM ADMISSION REQUIREMENTS

PH.3.1 Application

Applications are to be made directly in writing to the PhD co-ordinator. Applications may be made at any time in the year, but registration may only take place until the end of May in any given year.

PH.3.2 Minimum Admission Requirements

In addition to the provisions of the General Rules, students must be in possession of a completed Master's degree or equivalent in the relevant specialization(s); and are selected on the following criteria:

(a) The merits of a portfolio, show reel, or other evidence of creative work in the proposed discipline(s);

(b) An interview, at which the candidate will be required to discuss and motivate for their proposed study, with reference to the evidence of creative work above, and in terms of the information supplied on the application form;

(c) The submission of a study proposal. Before an applicant may register, he/she shall submit a statement of the proposed topic of study for the approval of the Faculty admissions panel.

Please note: Applicants should have developed a statement of the proposed topic of study before registration, as part of the application process, in order that appropriate supervisors may be appointed;

(d) The availability of suitably qualified and experienced promoters for the proposed study; and

(e) The successful completion of a formal course in research methodology.

PH.4.   SUITABLE CANDIDATE SELECTION

PH.4.1. In order to register for this Doctoral degree, an applicant must:

(a) Satisfy the minimum admission requirements as listed above. Furthermore, any additional requirements which may be specified by the applicant's intended participating programme must be met, or;

(b) Have been granted conferment of Status for the minimum admission requirements, or;

(c) Have been granted Recognition of Prior Learning, equivalent to the minimum admission requirements as listed above.

PH.5.   REGISTRATION

PH.5.1. Dates of registration will be according to the University calendar as applicable to higher degree candidates and Rule G25(2)(c).

PH.5.2. Every student's registration shall be in accordance with all current rules of the University.

PH.5.3. If, for whatever reason, a student does not register consecutively for every year/ semester of the programme, his/ her existing registration contract with the University shall cease unless the student has applied to the Department for permission to interrupt studies in accordance with the relevant guidelines in the Postgraduate Student's Guide. Where such permission has not been given, reregistration will be at the discretion of the University and, if permitted, will be in accordance with the rules applicable at that time.

PH.6.   STUDY DURATION

PH.6.1. The qualification may be taken either full-time or part-time. In either case the minimum completion time is two years, and the maximum time, unless an extension is granted, four years.

PH.7.   ASSESSMENT RULES

PH.7.1. This qualification shall receive only one summative assessment, upon submission of the final thesis and body of creative work.

PH.7.2. Examination

PH.7.2.1. In accordance with the Durban University of Technology General Rules and the Postgraduate Student's Guide, examination is by 100% Research, comprised of (if agreed) a substantial body of applied creative work as an outcome of research conducted in the relevant discipline and supported by a written thesis, both of which are to be examined as integral parts of the research project; as agreed between student and supervisor and embodied in an approved research proposal.

PH.7.2.2. The proportion of the project that consists of creative work or of written work is not predetermined, but the project as a whole must be of sufficient intellectual and creative depth and rigour to merit the award of a PhD. The written submission must also be of sufficient theoretical depth and complexity to support and motivate for the creative outputs.

PH.7.2.3. Applied creative work in the context of this qualification is considered to include any conceptual, developmental, and/or finished work that may be agreed between the student, the supervisor(s) and relevant programme academic staff to fall into the overall CESM category 03 (Visual and Performing Arts). The applied creative work may be presented for examination in any form considered appropriate to the discipline concerned by the student and supervisor(s). The written portion of the study must adhere to Durban University of Technology formats for theses.

PH.7.2.4. Rule G25 (4) shall apply to the examination of the thesis and/or the creative output.

PH.8.   USE OF STUDENT WORK

PH. 8.1. The Faculty of Arts and Design reserves the right to use the student's creative outputs produced during the course of study for purposes of, inter alia, course advertising and promotions at its discretion and without compensation to the student. This reservation does not affect the student's ownership of the intellectual property concerned.

PH. 8.2. Compensation to a student for creative work produced in the course of a commission from a third party through the Faculty of Arts and Design or through their 'home' Programme will be by negotiation between the student and the Faculty or Programme.

PH. 8.3. The Faculty reserves the right to retain students' work for a period not exceeding three years, provided that the student to whom such work belongs shall have access to it in consultation with the department.

STUDENTS' GUIDE TO THE GRAPHIC DESIGN PROGRAMME RULES

1.   **TIMETABLE**

Graphic Design makes use of a timetable showing a daily programme and weekly subjects. Particular subjects shown on the daily timetable must be attended on a regular weekly basis at those times.

2.   **ATTENDANCE AND ABSENCES**

1.   Students are expected to work in the departmental studios during all practical sessions. Absences will be condoned only on presentation of a valid written reason to the head of department or secretary. Students may not be absent from classes in order to work at home without permission from the lecturer.
2.   The visual learning process requires group participation and interaction, especially in the evaluation of creative ideas. Therefore, students are encouraged to take maximum advantage of the provided facilities and resources.

3.   **SECURITY**

Each student is responsible for ensuring that expensive possessions are kept secure and that equipment is locked away when not in use. The DUT cannot take responsibility for possessions lost. Students may be held responsible for the loss of any DUT equipment while in the student's care.

4.   **WORKING IN THE STUDIOS AFTER HOURS**

Students may make use of the facilities after lecture hours and are permitted to be in the building up to 22:00 on week nights, Monday to Thursday, and over the weekend, under the following conditions.

Students are not allowed to access studio or computer laboratory keys. Names of students intending to work after hours are supplied to Protection Services by the relevant lecturer. The Security Supervisor will open and close the facilities. Under no circumstances may a student request for additional time from the Security Supervisor. For safety reasons, strictly no visitors are allowed in departmental facilities outside normal hours. The department reserves the right to withdraw the privilege due to misconduct

5.   **ASSIGNMENT DEADLINES**

Attention is drawn to Departmental GD1.6: "FAILURE TO SUBMIT AN ASSIGNMENT BY THE DUE DEADLINE WILL RESULT IN A ZERO BEING AWARDED. AN EXTENSION OF DEADLINE WILL BE GRANTED BY THE LECTURER IF IT BENEFITS THE ENTIRE CLASS GROUP AND DOES NOT EXTEND BEYOND THE MODULE."

This rule will be strictly applied without exception.

According to this rule:

(i)   No lecturer will accept an assignment which is late. The onus is therefore on the students to make sure that the work, whether completed or not, is submitted in good time, if not by themselves, then by someone else on their behalf.
(ii)   Any reason in mitigation of incomplete work must be presented to the head of department or secretary in writing before the end of the next working day following the deadline.
(iii)   Assignment deadlines will be posted on the notice board in the studio/s concerned at the time of briefing.

6.   YEAR/SEMESTER MARKS

Each marked assignment is entered towards the cumulative year/semester mark average, which is 40% of the final subject result.

Should you notice any error in your marks it is imperative that the lecturer be informed immediately.

Students are entitled to have their marks explained to them and are encouraged to seek their lecturer's advice on their work before final submission.

7.   COMMUNICATION WITHIN THE DEPARTMENT

(a)   STUDENT REPRESENTATION

Each class group is represented at department staff/student liaison meetings through its elected class representative and any problems of a general nature should be raised at these meetings.

(b)   DIFFICULTIES IN ACADEMIC PROGRESS

Communication between student and subject lecturer must be maintained at all times. Any student who is experiencing difficulties regarding his/her academic progress for any reason whatever is encouraged to speak to the lecturer concerned, the year co-ordinator, or the head of department timeously.

8.   USE OF REFERENCE AND PLAGIARISM

Whenever visual reference is used in completing assignments, copies of such reference must be submitted with the work. Where reference has later been found to have been used or copied directly without acknowledgement or the lecturer's permission, it will be regarded as plagiarised. If copies of reference and/or original working drawings are not submitted, the work will not be accepted for marking.

SYLLABI
NB: Students to read this section in conjunction with the relevant learner guides.
NB 2: Institutional and Faculty General Education modules (DUT IGE and FAD GE) are subject to change depending on availability.

BACHELOR OF DESIGN IN VISUAL COMMUNICATION DESIGN

COURSE CODE: BDVCD1
Duration: Minimum 3 years maximum 5 years
Credits: 376, 128/128/120 (1280/1280/1200 notional hours/year)
Pre-requisite qualification: NSC with Bachelor's pass

LEVEL I: SEMESTER I

Cornerstone (Institutional General Education Module)
Credits: 12(120 notional hours)
CESM Code: 200101
Syllabus: Development of students' awareness of self and society through engaging with text and lived experiences; students' practice of critical and engaged citizenry; induction of students into specific communicative practices that characterise higher education.
Examination: Examined within the institution.

English for the Arts (Faculty General Education Module)
Credits: 12 (120notional hours)
CESM Code:
Syllabus: Development and improvement of English language literacy and proficiency skills, particularly writing, reading and oral communication skills.
Examination: Examined within the faculty.

Visual Communication Design 101
Credits: 20 (200 notional hours)
CESM Code: 030207
Syllabus: Introduction to the purpose, range and practical value of the Visual Communication Design discipline and profession; visual communication theory and applied methods of conceptualisation, ideation, visualisation and presentation of assignments in visual communication media, with an emphasis on the introduction of basic visual problem-solving.
Examination: Examined within the department.

Graphic Techniques and Technology 101
Credits: 20 (200 notional hours)
CESM Code: 030207
Syllabus: 1) introduction to fundamentals of observed and imaginative drawing, initial development of a visual vocabulary and appropriate technical skills: introduction of a range of materials and media, techniques and approaches, including basics of human anatomy, perspective, composition, tone and colour; 2) introduction to basic related manual and computer techniques as means of producing concepts.
Examination: Examined within the department.

LEVEL I: SEMESTER 2

Information & Communication Technology Literacy & Skills (Institutional General Education Module)
Credits:　　8 (80 notional hours)
CESM Code: 060103
Syllabus:　　Introduction to the skills and knowledge needed for an effective and innovative use of Information and Communication Technologies in students' academic, professional, and personal activities.
Examination: Examined within the institution.

Interpersonal Communication & Self (Institutional General Education Module)
Credits:　　8 (80 notional hours)
CESM Code: 0599
Syllabus:　　The development of the understanding of the role of self and others in the communication process and the use of that understanding to improve and develop communication and interpersonal relationships.
Examination: Examined within the institution.

Cultural Diversity (Institutional General Education Module)
Credits:　　8 (80 notional hours)
CESM Code: 200101
Syllabus:　　Human diversity issues particularly around the social constructions of race, gender, sexual orientation, spirituality and disability. Respect and empathy for diverse cultures locally and globally. Critical reflection of the stereotypes of groups other than one's own.
Examination: Examined within the institution.

Critical and Contextual Studies 101 (Departmental General Education Module)
Credits:　　12 (120 notional hours)
CESM Code: 030207
Syllabus:　　Basic concepts of the history and theory of Art and Design, including historical chronology and major developments. Introduction to basic visual analysis and research methods.
Examination: Examined within the department.

Visual Communication Design 102
Credits:　　16 (160 notional hours)
CESM Code: 030207
Syllabus:　　Further concepts, theories and practices of Visual Communication Design focusing on problem-solving through applied graphic design, typography and advertising. The purposes, roles and functions of this type of communication, and the designer's contribution to their success; understanding through practice of the fundamental levels of the skills required.
Examination: Examined within the department.

Graphic Techniques and Technology 102
Credits: 16 (160 notional hours)
CESM Code: 030207
Syllabus: Further introduction to the techniques and technology for visual communication design begun in the pre-requisite module, focussing on manual and computer techniques for two and three dimensional realisation and production of design concepts, as a means of demonstrating the inter-relationships of aspects of the course and discipline.
Further development of observed   and imaginative drawing and visualisation, including materials and media, techniques and approaches, including anatomy and perspective, composition, tone and colour, with the intention of building up a vocabulary of visual abilities. Introduction to the basics of photography.
Examination: Examined within the department.

Professional Design Practice 101
Credits: 12 (120 notional hours)
CESM Code: 030207
Syllabus: Introduction to the business and professional contexts of Visual Communication Design. Basic understanding of business ideas and systems, with the professional and ethical grounding necessary for the profession.
Examination: Examined within the department.

LEVEL 2: SEMESTER 1

Introduction to Technopreneurship (Institutional General Education Module)
Credits: 8 (80 notional hours)
CESM Code: 040599
Syllabus: introduction to the concept and language of technopreneurship; differences between small business and entrepreneurship; the need for SMMEs, and related supporting organisations.
Examination: Examined within the institution.

Leadership (Institutional General Education Module)
Credits: 8 (80 notional hours)
CESM Code: 0401
Syllabus: The purpose of this module is to develop a critical and informed understanding of leadership, and with the skills that enable one to understand and take ethical leadership in a variety of contexts, including within the institution.
Examination: Examined within the institution.

Values in the Workplace (Institutional General Education Module)
Credits: 8 (80 notional hours)
CESM Code: 040879
Syllabus: awareness of personal beliefs, values, and attitudes regarding culture, race, ethnic and other identity statuses and how it intersects with values for the workplace;   values, gender, sexual orientation, socioeconomic status, and disability within society and resultantly within the context of values in the workplace; methods for the development of effective values, ethics and leadership in the workplace, thereby developing a level of social responsibility.
Examination: Examined within the institution.

Critical Thinking (Faculty General Education Module)
Credits: 12 (120 notional hours)
CESM Code: 170199
Syllabus: Development of critical thinking skills; introduction to theory and application of critical thinking in an arts based context; recognition and evaluation of facts, ideas, opinions and arguments, leading to development of creative thinking and innovative decision making.
Examination: Examined within the faculty.

French (Faculty General Education Module)
Credits: 12 (120 notional hours)
CESM Code: 111501
Syllabus: Introduction to basic French language usage and culture.
Examination: Examined within the faculty.

isiZulu (Faculty General Education Module)
Credits: 12 (120 notional hours)
CESM Code: 111201/111299
Syllabus: Introduction to basic Zulu language usage and culture in order to promote social cohesion.
Examination: Examined within the faculty.

Portuguese (Faculty General Education Module)
Credits: 12 (120 notional hours)
CESM Code: 111501
Syllabus: Introduction to the culture of the Portuguese speaking world in Africa, Europe, LAtin America and Asia; basic level professional communication in Portuguese.
Examination: Examined within the faculty.

Mandarin (Faculty General Education Module)
Credits: 12 (120 notional hours)
CESM Code: 111601
Syllabus: Introduction to basic Chinese language usage and culture.
Examination: Examined within the faculty.

Critical and Contextual Studies 201 (Departmental General Education Module)
Credits: 12 (120 notional hours)
CESM Code: 030207
Syllabus: Introduction to concepts of the history and theory of Graphic Design as a form of mass visual communication in industrial and globalised societies, including historical chronology and major developments; further visual analysis and research methods, and further theoretical introduction to the discipline.
Examination: Examined within the department.

Visual Communication Design 201

Credits: 16 (160 notional hours)
CESM Code: 030207
Syllabus: Further basic knowledge of Visual Communication Design and development of early intermediate-level knowledge and skills in design research, ideation, conceptualization, and visualization, as part of problem solving and development of artefacts to meet the requirements of a design brief.
Examination: Examined within the department.

Graphic Visualisation & Technology 201

Credits: 16 (160 notional hours)
CESM Code: 030207
Syllabus: Development of early intermediate-level knowledge and skills in Graphic Visualisation and Technology through: development of a visualisation and illustration vocabulary via observation, perception, and study of a broad range of drawn images, and methods of visual origination in various media; and development of intermediate level graphic design computer software and photographic skills and manual illustration techniques; basic knowledge of preparation of computer files for print and screen production, including relevant theory.
Examination: Examined within the department.

LEVEL 2: SEMESTER 2

Media and Visual Literacy (Faculty General Education Module)

Credits: 12 (120 notional hours)
CESM Code: 050102
Syllabus: Analysis and deconstruction of media messages; media advocacy, and ethical and responsible use of the media.
Examination: Examined within the faculty.

Social Responsibility and Sustainable Community Development (Faculty General Education Module)

Credits: 12 (120 notional hours)
CESM Code: 100505
Syllabus: Theoretical and practical insights into socially responsible citizenship; and active contribution to sustainable community development initiatives for both the local and global context.
Examination: Examined within the faculty.

Visual Communication Design 202

Credits: 20 (200 notional hours)
CESM Code: 030207
Syllabus: Development of advanced intermediate understanding and skills in design research, ideation, conceptualization, and visualization, as part of problem solving and development of artefacts to meet the requirements of a design brief. Further Understanding of visual communication theory and its integration with applied experience.
Examination: Examined within the department.

Graphic Visualisation & Technology 202
Credits: 20 (200 notional hours)
CESM Code: 030207
Syllabus: Further development of an applied visualisation and illustration vocabulary via analytical observation, perception, and imagination; complex methods of visual origination including a broad range of drawn, computer-generated and photographic images; intermediate-level applied abilities in appropriate computer software for Visual Communication Design, plus preparation of computer files for print and screen production, and including relevant theory.
Examination: Examined within the department.

Professional Design Practice 201
Credits: 12 (120 notional hours)
CESM Code: 030207
Syllabus: Further aspects of business principles and practice relevant to the Visual Communication Design industry; including commercial and social business management, employment, marketing, entrepreneurship, and intellectual property currently relevant to the discipline in KZN.
Examination: Examined within the department.

LEVEL 3: SEMESTER 1

Equality & diversity (Institutional General Education Module)
Credits: 8 (80 notional hours)
CESM Code: 2099/120504
Syllabus: Key concepts and perspectives in relation to equality and diversity:
the relevance of equality and diversity in a local and global context; application of knowledge of equality and diversity in own life and in society.
Examination: Examined within the institution and externally moderated.

The Global Environment (Institutional General Education Module)
Credits: 8 (80 notional hours)
CESM Code: 040407
Syllabus: Differentiation between various types of environmental pollution and its impact (social, economic and personal); the social, economic and environmental impact of human population growth; consequences of climate change on human health, natural resources and biodiversity; inter-relationships between sustainable development, social responsibility, economic development and environmental protection.
Examination: Examined within the institution and externally moderated.

Community Engagement Project (Institutional General Education Module)
Credits: 8 (80 notional hours)
CESM Code: 190102
Syllabus: Community engagement principles for the improvement of society; effective planning, implementation and evaluation of a community engagement project in a diverse group.
Examination: Examined within the institution and externally moderated.

Critical and Contextual Studies 301 (Departmental General Education Module)

Credits: 12 (120 notional hours)
CESM Code: 030207
Syllabus: The use of theory to socially locate and contextualise contemporary visual communication problems, to select relevant theoretical viewpoints which inform visual communication design, to gauge the current impact of historical influences on visual communication design, and to apply critical and reflective skills to visual communication design issues; further development of students' ability to articulate and argue visual concepts in oral and written modalities, and in academic writing and research.
Examination: Examined within the department and externally moderated.

Advanced Visual Communication Design 301

Credits: 20 (200 notional hours)
CESM Code: 030207
Syllabus: Advanced aspects of visual communication design, including but not limited to conceptualization, strategy, research, campaign planning, visual or corporate identity, and use of typography and image; across a range of media, and for a range of audiences. Introduction to industry mentorship in a simulated studio environment.
Examination: Examined within the department and externally moderated.

Graphic Visualisation & Technology 301

Credits: 20 (200 notional hours)
CESM Code: 030207
Syllabus: Further development of drawing, illustration, visualisation, and production processes for both print and screen to advanced level; of skills in the use of Visual Communication Design computer software, and preparation of computer files for print and screen, including current relevant theory and applied use of these forms of technology.
Examination: Examined within the department and externally moderated.

LEVEL 3: SEMESTER 2

Advanced Visual Communication Design 302 (Capstone)

Credits: 28 (280 notional hours)
CESM Code: 030207
Syllabus: Capstone module, which integrates the major applied elements of study. It prepares students for the professional Visual Communication Design industry through engaging with complex design projects while working in a simulated studio environment under industry mentors.
Examination: Examined within the department and externally moderated.

Graphic Visualisation & Technology 302 (Capstone)

Credits: 20 (200 notional hours)
CESM Code: 030207
Syllabus: Development of students' abilities in drawing, illustration, and visualisation to advanced level; in use of Visual Communication Design computer software, photography, and preparation of computer files for print and screen to advanced and employable level, including current relevant theory and applied use.
Examination: Examined within the department and externally moderated.

Professional Design Industry Practice 301(Capstone)
Credits: 12 (120 notional hours)
CESM Code: 030207
Syllabus: Preparation for the world of employment and entrepreneurship, and for further study. Issues relating to the business, ethical, and professional responsibilities of a Graphic Designer; focusing on marketing, including for new media, selling, the creative rationale, and legalities.
Examination: Examined within the department and externally moderated.

NATIONAL DIPLOMA IN GRAPHIC DESIGN (Three-Year Minimum)
Course Code: NDGDES03
Duration: 3 years minimum (5 years maximum)
Credits: 360 credits total: 120 credits per year (1200 notional hours /year)
Admission Requirement: National Senior Certificate with Diploma Pass

COMMUNICATION DESIGN I
Credits: 36 (360 notional hours/hours)
Syllabus: Basic methods of conceptualisation, visualisation and presentation of introductory assignments in graphic design and advertising with an emphasis on visual, problem-solving content.
Examination: Examined within the department.

DESIGN TECHNIQUES I
Credits: 36 (360 notional hours/year)
Syllabus: An introduction to basic techniques, processes and materials necessary to the production of communication concepts.
Examination: Examined within the department.

GRAPHIC DESIGN DRAWING I
Credits: 24 (240 notional hours/year)
Syllabus: Basic methods of origination and study of a broad range of drawn images, in various mediums, using observation and imagination, to build a visual vocabulary as source material for communication design.
Examination: Examined within the department.

HISTORY OF ART AND DESIGN I
Credits: 12 (120 notional hours/year)
Syllabus: A general history of art and design from the beginnings of recorded history to the present, to indicate broad patterns in development.
Examination: Examined within the department.

PROFESSIONAL GRAPHIC DESIGN PRACTICE I
Credits: 12 (120 notional hours/year)
Syllabus: Introduction to:
                        - Communication (verbal, written, electronic, other)
                        - Business concepts.
Examination: Examined within the department.

COMMUNICATION DESIGN II

Credits: 48 (480 notional hours/year)
Syllabus: The conceptualisation, visualisation and presentation of broadly based, process-related, assignments in graphic design and advertising with an emphasis on visual, problem-solving content.
Examination: Examined within the department.

DESIGN TECHNIQUES II

Credits: 30 (300 notional hours/year)
Syllabus: Imaging techniques and reproduction for the final form of communication concepts involving: typography, computers and print, photography and illustration and the application thereof.
Examination: Examined within the department.

GRAPHIC DESIGN DRAWING II

Credits: 18 (180 notional hours/year)
Syllabus: The origination and study of a broad range of drawn images, in various mediums, using observation and imagination, to build a visual vocabulary as source material for communication design.
Examination: Examined within the department.

HISTORY AND THEORY OF GRAPHIC DESIGN II

Credits: 12 (120 notional hours/year)
Syllabus: The study of the history of visual communication, and relevant technology that is contextualized, evaluated and interpreted in terms of current practice and theory.
Examination: Examined within the department.

PROFESSIONAL GRAPHIC DESIGN PRACTICE II

Credits: 12 (120 notional hours/year)
Syllabus: The study of the business of graphic design and the characteristics and requirements of the production process of graphic design and the principles of marketing and advertising.
Examination: Examined within the department.

COMMUNICATION DESIGN III

Credits: 60 (600 notional hours/year)
Pre-requisite: Communication Design II
Syllabus: The conceptualisation, visualisation and presentation of more extended and in-depth graphic design and advertising assignments, emphasising visual, problem-solving content and reflecting a more professional, wide ranging, commercial approach.
Examination: Examined within the department and externally moderated.

DESIGN TECHNIQUES III

Credits: 24 (240 notional hours/year)
Pre-requisite: Design Techniques II
Syllabus: Advanced imaging techniques and reproduction for the final form of communication concepts involving: typography, computers and print, photography and illustration.
Examination: Examined within the department and externally moderated.

GRAPHIC DESIGN DRAWING III

Credits: 12 (120 notional hours/year)
Pre-requisite: Graphic Design Drawing II
Syllabus: The practice and development of drawn images utilising various mediums and techniques, using observation and imagination, with an emphasis on the application to communication projects.
Examination: Examined within the department and externally moderated.

HISTORY AND THEORY OF GRAPHIC DESIGN III

Credits: 12 (120 notional hours/year)
Pre-requisite: History and Theory of Graphic Design II
Syllabus: The study of the history of visual communication, and relevant technology that is contextualised, evaluated and interpreted in terms of current practice and theory including an introduction to research methodology.
Examination: Examined within the department and externally moderated.

PROFESSIONAL GRAPHIC PRACTICE III

Credits: 12 (120 notional hours/year)
Pre-requisite: Professional Graphic Design Practice II
Syllabus: The study of the business of graphic design in relation to employment and the principles of advertising and marketing.
Examination: Examined within the department and externally moderated.

BACCALAUREUS TECHNOLOGIAE: GRAPHIC DESIGN

Course Code: BTGDES01
                    1 year Full-time or 2 years Part-time (1200 notional hours/year)
                    Pre-requisite qualification: National Diploma in Graphic Design

COMMUNICATION DESIGN IV

Credits: 80 (800 notional hours/year)
Syllabus: The conceptualisation, visualisation and presentation of a specialised area of graphic design and/or advertising which requires in-depth, and personal investigation.
Examination: Examined within the department and externally moderated.

THEORY OF GRAPHIC DESIGN AND ACADEMIC REPORT IV

Credits: 40 (400 notional hours/year)
Syllabus: Research-based study of contemporary developments in selected areas of visual communication, including graphic design in (Southern) Africa leading to an academic report.
Examination: Examined within the department and externally moderated.

MASTER OF APPLIED ARTS IN GRAPHIC DESIGN

Course Code: MAGDSI
Duration: Minimum 1 year, maximum 3 years
Credits: 180 (1800 notional hours/year)
Admission Requirement: Bachelor of Technology in Graphic Design; or equivalent.

RESEARCH PROJECT AND DISSERTATION

Credits: 180 (1800 notional hours/year)
CESM Code: 0305067080
Syllabus: The conceptualisation, visualisation and presentation of an advanced, specialised area of graphic design and/or advertising which requires in-depth research, and personal investigation.
Examination: Externally examined. Postgraduate rules apply.

DOCTOR OF PHILOSOPHY IN VISUAL AND PERFORMING ARTS

Course Code: **DPVPA1**
Duration: Minimum 2 years, maximum 4 years
Credits: 360(3600 notional hours/1200 notional hours per year)
Pre-requisite qualification: Master of Technology; Master of Applied Arts; or Master's degree, in Graphic Design, Fine Art, Fashion Design, Interior Design, Jewellery Design, Photography, Video Technology, Drama, or related disciplines.

RESEARCH PROJECT AND TREATISE

Credits: 360 (3600 notional hours/1200 notional hours per year)
CESM Code: 03
Syllabus: The conceptualisation, visualisation and presentation of an in-depth research thesis within the visual and performing arts.
Examination: Externally examined. Postgraduate rules apply.

PROGRAMME STRUCTURE

BACHELOR OF DESIGN IN VISUAL COMMUNICATION DESIGN

Code	Subjects:	*C/E	Semester/ Year	Assessment Method	NQF Level	Pre-Req.
Year One Semester One						
CSTN101	DUT IGE Module: Cornerstone	C	Semester	Continous Assessment	5	_
EGLA101	FAD GE Module: English for the Arts	C	Semester	Continous Assessment	5	_
VCDS111	Visual Communication Design 101	C	Semester	Portfolio exhibition	5	_
GRTT111	Graphic Techniques and Technology 101	C	Semester	Portfolio exhibition	5	_
Year One Semester Two						
ICTL101	DUT IGE Module: ICT Literacy & Skills *(Compulsory for 2019)*	C	Semester	Continous Assessment	5	_
ICMS101	DUT IGE Module: Interpersonal Communication & Self *(Deactivated for 2019)*	E	Semester	Continous Assessment	5	_
CLDV101	DUT IGE Module: Cultural Diversity *(Deactivated for 2019)*	E	Semester	Continous Assessment	5	_
CCTX101	Critical & Contextual Studies 101	C	Semester	Continous Assessment	5	_
VCDS121	Visual Communication Design 102	C	Semester	Portfolio exhibition	6	VCDS111 GRTT111
GRTT121	Graphic Techniques and Technology 102	C	Semester	Portfolio exhibition	6	VCDS111 GRTT111
PFDP101	Professional Design Practice 101	C	Semester	Continous Assessment	5	_
Year Two Semester One						
ITCH101	DUT IGE Module: Introduction to Technopreneurship	E	Semester	Continuous Assessment	5	_
VWKP101	DUT IGE Module: Values in the Workplace	E	Semester	Continuous Assessment	5	_
LDSH101	DUT IGE Module: Leadership	E	Semester	Continuous Assessment	5	_

Code	Subjects	*C/E	Semester/Year	Assessment Method	NQF Level	Pre-Req.
CTHK101	FAD GE Module: Critical Thinking	E	Semester	Continuous Assessment	5	_
FRCH101	FAD GE Module: French	E	Semester	Continuous Assessment	5	_
IZUL101	FAD GE Module: isiZulu	E	Semester	Continuous Assessment	5	_
PTGS101	FAD GE Module: Portuguese	E	Semester	Continuous Assessment	5	_
MDRN101	FAD GE Module: Mandarin	E	Semester	Examination	5	_
CCTX201	Critical and Contextual Studies 201	C	Semester	Continuous Assessment	6	CCTX101
VCDS211	Visual Communication Design 201	C	Semester	Portfolio exhibition	6	VCDS121 GRTT121
GVST211	Graphic Visualisation & Technology 201	C	Semester	Portfolio exhibition	6	VCDS121 GRTT121
Year Two Semester Two						
MVSL101	FAD GE Module Media and Visual Literacy	E	Semester	Continuous Assessment	5	–
SRSC101	FAD GE Module Social Responsibility and Sustainable Community Development	E	Semester	Portfolio exhibition	5	–
VCDS221	Visual Communication Design 202	C	Semester	Portfolio exhibition	7	VCDS211 GVST211
GVST221	Graphic Visualisation & Technology 202	C	Semester	Portfolio exhibition	6	VCDS211 GVST211
PFDP201	Professional Design Practice 201	C	Semester	Continuous Assessment	6	PFDP101
EQDV101	DUT IGE Module Equality & diversity	E	Semester	Continuous Assessment	6	–
GENV101	DUT IGE Module The Global Environment	E	Semester	Continuous Assessment	6	–
CMEP101	DUT IGE Module Community Engagement Project	E	Semester	Continuous Assessment	6	–
CCTX301	Critical and Contextual Studies 301	C	Semester	Continuous Assessment	7	CCTX201
AVCD311	Advanced Visual Communication Design 301	C	Semester	Portfolio exhibition	7	VCDS221 GVST221
GVST311	Graphic Visualisation & Technology 301	C	Semester	Portfolio exhibition	7	VCDS221 GVST221
AVCD321	Advanced Visual Communication Design 302	C	Semester	Portfolio exhibition	7	AVCD311 GVST311
GVST321	Graphic Visualisation & Technology 302	C	Semester	Portfolio exhibition	7	AVCD311 GVST311
PDIP301	Professional Design Industry Practice 301	C	Semester	Continuous Assessment	7	PFDP201

NATIONAL DIPLOMA IN GRAPHIC DESIGN (3 years minimum)

Code	Subjects:	*C/E	Semester/Year	Assessment Method	NQF Level	Pre-Req.
Year One						
CDGD102	Communication Design I	C	Year	Portfolio exhibition	5	NSC
DTCN102	Design Techniques I	C	Year	Portfolio exhibition	5	NSC
GDDR102	Graphic Design Drawing I	C	Year	Portfolio exhibition	5	NSC
HIST102	History of Art & Design I	C	Year	Continuous Assessment	5	NSC
PROF102	Professional Graphic Design Practice I	C	Year	Continuous Assessment	5	NSC
Year Two						
CDGD202	Communication Design II	C	Year	Portfolio exhibition	5/6	CDGD102
DTCN202	Design Techniques II	C	Year	Portfolio exhibition	5/6	DTCN102
GDDR202	Graphic Design Drawing II	C	Year	Portfolio exhibition	5/6	GDDR102
HGDS202	History & Theory of Graphic Design II	C	Year	Continuous Assessment	5/6	HIST102
PROF202	Professional Graphic Design Practice II	C	Year	Continuous Assessment	5/6	PROF102

Year Three						
CDGD302	Communication Design III	C	Year	Portfolio exhibition	6	CDGD202
DTCN302	Design Techniques III	C	Year	Portfolio exhibition	6	DTCN202
GDDR302	Graphic Design Drawing III	C	Year	Portfolio exhibition	6	GDDR202
HIST302	History & Theory of Graphic Design III	C	Year	Continuous Assessment	6	HGDS202
PROF302	Professional Graphic Design Practice III	C	Year	Continuous Assessment	6	PROF202

BACHELOR OF TECHNOLOGY IN GRAPHIC DESIGN

Code	Subjects:	*C/E	Semester/ Year	Assessment Method	NQF Level
CDGD 401/ CDGD411	Communication Design IV	C	Year	Portfolio exhibition	7
REPT 401/ REPT411	Theory of Graphic Design & Academic Report IV	C	Year	Written Report	7

MASTER OF APPLIED ARTS IN GRAPHIC DESIGN

Code	Subjects:	*C/E	Semester/ Year	Assessment Method	NQF Level
RPTG511	Research Project and Treatise First Registration	C	Year	Research & Dissertation	9
RPTG521	Research Project and Treatise 2nd Registration	C	Year	Research & Dissertation	9
RPTG531	Research Project and Treatise 3rd Registration	C	Year	Research & Dissertation	9

DOCTOR OF PHILOSOPHY IN VISUAL AND PERFORMING ARTS

Code	Subjects:	*C/E	Semester/ Year	Assessment Method	NQF Level
RSTH611	Research and Thesis	C	Year	Research & Dissertation	10

* C + Compulsory; E = Elective

4. INTERIOR DESIGN PROGRAMME: INFORMATION AND RULES

1. Minimum Admission Requirements

In addition to rule G7, applicants will be required to submit a portfolio of 10 drawings, undergo a personal interview and complete a drawing test, as well as a written questionnaire. The NSC subjects Visual Arts, Design and Engineering Graphics and Design are recommended but are not compulsory.

Based on the results of the above mentioned placement assessments, successful applicants for study towards a National Diploma will be accepted into either a three-year Diploma or an augmented, four-year Extended Curriculum Programme of study. An augmented curriculum is devised in order to enhance student development and to improve the student's chances of successful completion.

2. Assessment Rules

In addition to Faculty Rules, the following shall apply:

2.1 The year mark will be an average of all tests and assignments completed during the year for all theory and practical subjects. Failure to submit work for an assignment will result in a zero being awarded and this will be included when calculating the course mark.

2.2 Student attendance at project presentations and critiques is compulsory and a register of attendance will be taken on these occasions. Ten marks will be deducted from the current project for non-attendance. Ten marks will also be deducted per day, including weekends, for any work handed in late. After five days, no late work will be accepted without a valid doctor's certificate.

2.3 Only under exceptional cases will one condonement per subject be allowed.

2.4 As per G13, supplementary examinations will be granted. The provision of G13 will apply except in the case of a practical subject or portfolio submission. Where a student fails a subject, the year/semester mark will be valid for one further consecutive examination in that subject. In addition, where a student fails a subject, and is granted a supplementary examination, the year/semester mark is valid for that supplementary examination only.

2.5 The FINAL MARK will comprise:

At Extended Curriculum Programme Level:
The practical subjects will be assessed as 100% year mark including a portfolio.
Communication 1 will be assessed using continuous assessment.

At mainstream first year level and year 2 of the ECP:

Theory subjects:	50% year mark	50% examination mark
Practical subjects:	40% year mark	60% control project and portfolio presentation

At mainstream second- and third-year level and at year 3 and 4 of the ECP:

Theory subjects:	50% year mark mark	50% examination mark
Practical subjects:	50% year mark	50% portfolio presentation

At Extended Curriculum Programme Level:

Theory:	Communication 1 will be assessed using continuous assessment.
Practical:	The subjects will be assessed as 100% year mark including a portfolio.

At first year level (inclusive of year 2 of ECP):

Theory: All theory subjects are examined by written and/or drawn papers, subject to internal moderation.

Practical: 1 CONTROL PROJECT and a portfolio submission comprising ONE complete project for each component of Design Studies I.

At second-year level (inclusive of year 3 of ECP)

Theory: All theory subjects are examined by written and/or drawn papers, subject to internal moderation.

Practical: Portfolio submission, comprising TWO complete design projects.

At third-year level: (inclusive of year 4 of ECP)

Theory: All theory subjects are examined by written and/or drawn papers, subject to external moderation.

Practical: Portfolio submission, comprising THREE complete design projects. The examination marks will be subject to external moderation.

At Bachelor of Technology level:

Theory: A theoretical report of the research topic will be examined in conjunction with the practical component and will be subject to external moderation.

Practical: A portfolio submission of the practical application of the research topic will be assessed in conjunction with the theoretical component and will be subject to external moderation.

Both practical and theoretical components need to cover all subjects of the qualification. A singular mark will be awarded for each subject.

For all levels:

NB: It is the responsibility of the student to ensure that the correct amount of work per subject is displayed as prescribed for the portfolio submission, at the scheduled time.

Bachelor of Technology Re-assessment

If a student fails to meet the requirements for the final portfolio examination, the examiner will grant two weeks before re-submission of the work for final examination. If the student has not met the requirements at the second submission, the student will fail the year. This will be regarded as a supplementary exam.

At Master's Level:

Students have the option of undertaking a full dissertation or a partial dissertation and exhibition. The submission is marked by 2 x external examiners and the student is given a percentage mark.

2.7   PASS REQUIREMENTS

Students are required to complete at least 80% of all assignments, and a maximum of one assignment per subject may be condoned under exceptional cases.   All G13 Rules apply as per the Institution's Rule Book for Students.

A student who has not successfully completed any subject or sub-component of a subject and is at risk of not completing within the maximum allocated time period (5 years for a National Diploma) will automatically result in having Rule G17 (unsatisfactory academic progress) enforced.

A student may appeal against this ruling in terms of Rule G1(8).

Any student on Year One of the Extended Curriculum Programme who does not successfully complete the year will be deemed not to be making satisfactory progress and will not be able to register for the Extended Programme again.

Bachelor of Technology:
Rules for the award of the qualification:
The qualification will be awarded to the learner who has provided evidence to the satisfaction of the examiners that the stated competence of the qualification (as stated in the study guide) has been achieved, whether through education and training in a single provider's learning programme, or through practical experience that complies with the stated specified outcomes (as per study guide).

2.8   **PROMOTION TO HIGHER LEVEL**
Year One (Extended Curriculum Programme)
In order to be permitted into year two (Mainstream 1st year), students on the Extended Curriculum Programme will be required to pass all subjects undertaken in year one of the Extended Curriculum Programme.
Mainstream First Year and Second Year
In order to qualify for promotion to the Second Year or Third Year of the relevant instructional programme, a student must have passed all theory and practical subjects at the previous level.
A student is required to obtain a DP (minimum of 40% year mark) for each examinable components before being allowed to write the examination for that subject. If the year mark pass is not obtained in all the respective components, a student will be required to repeat the entire subject for that year. A student is required to obtain a year mark of 40% for all practical components in order to be able to submit practical components for portfolio examination.
Re-admission to First Year and Second Year is at the discretion of the Head of Department. Re-admission is based on overall academic progress.
Mainstream Third Year
A third-year student failing any component of a practical subject will have to repeat / reregister for all components of that subject and will be required to re-submit a portfolio of practical work at the end of the following academic year for re-assessment.
A student failing the major, Interior Design III is required to repeat all practical subjects.

Bachelor of Technology in Interior Design
The Bachelor of Technology in Interior Design degree will be offered on a full-time (one-year) or part-time (two year) basis.
Entrance to the Bachelor of Technology degree is subject to approval by the Head of Department in consultation with staff as well as a minimum of 60 % final mark in each subject at third year level. If the diplomate does not obtain a minimum of 60 % average for each subject they must have worked full-time in an interior design office as a designer for at least 12 months before being considered for acceptance into the Bachelor of Technology degree. Acceptance is subject to availability.

2.9   RE-REGISTRATION RULES

A Bachelor of Technology student who fails the practical and theoretical component of the programme will be required to re-submit both components the following year.

Re-admission to the Bachelor of Technology degree is at the discretion of the Head of Department. A motivation letter to the Head of Department for re-admission must be submitted before the end of the preceding academic year.   The application will be considered and the applicant notified of the result within the 1st 2 weeks of the beginning of the following academic year.

5.   INDICATIVE CONTENT

5.1   NATIONAL DIPLOMA IN INTERIOR DESIGN
Extended Curriculum Programme Year 1 (NDIDF1)

5.1.1   TWO-DIMENSIONAL STUDIES 1
Notional Hours/year: 102
Duration: 30 weeks
Examination: course mark and portfolio

5.1.2   THREE-DIMENSIONAL STUDIES 1
Notional Hours/year: 180
Duration: 30 weeks
Examination: course mark and portfolio

5.1.3   ART AND DESIGN APPRECIATION
Notional Hours/year: 138
Duration: 30 weeks
Examination: continuous assessment

5.1.4   COMMUNICATION 1
Notional Hours/year: 60
Duration: 30 weeks
Examination: continuous assessment

5.1.5   DRAWING FOR ART & DESIGN
Notional Hours/year: 120
Duration: 30 weeks
Examination: course mark and portfolio

5.2   Mainstream First Year / Extended Curriculum Programme 2nd Year (NDINT2 & NDIDF1)

5.2.1   DESIGN STUDIES I

Notional Hours/year: 360
Duration: 30 weeks continuous assessment and
Examination: End-of-year portfolio of work
The sub-components for this subject are:
1.   Graphic Interpretation: The graphic interpretation of various media and rendering techniques.
2.   Model Making: Construction methods and model making skills through a variety of materials. Specification boards and sample boards.
3.   Typography: Typography, basic construction and manipulation of typefaces as a part of the design brief.
4.   Design Theory: The application of design principles to all two- and three-dimensional work.

5.2.2   DESIGN TECHNOLOGY I

Notional Hours/year: 360
Duration: 30 weeks
Examination: 3-hour Theory paper
1.   Principles of proxemics ergonomics and anthropometrics
2.   An overview of properties and origination of materials as well as an introduction to the utilisation of materials and processes. The following materials will be covered:
     Timber, concrete, bricks and blocks, ceramics, stone
3.   An outline of basic principles of structure, e.g., forces, loads and movement.
4.   Materials specification (FFF&E)

5.2.3   DRAWING FOR DESIGN I

Notional Hours/year: 240
Duration: 30 weeks
Examination: Continuous Assessment
The sub-components for this subject are:
1.   Freehand Drawing
     Modes of Drawing - object and figure drawing: gesture, contour, line, tone, techniques, analytical, stylisation, application of colour, use of media and interpretation of geometric and organic shapes.
     Composition-spatial presentation and layout
     Perspective and perception of depth (three dimensional aspects)
2.   Perspective Drawing
     Mechanical perspective projection
3.   Construction Drawing
     Use of draughting equipment
     Lettering, figuring, dimensions and scale
     Orthographic projection
     Isometric and axonometric views
     Plans, sections and drawing conventions
4.   CAD - Computer Aided Design
     Students are given theoretical AutoCAD instruction and the manual design application as a process to complete working drawings.

5.2.4 HISTORY OF ART & DESIGN I

Notional Hours/year: 120
Duration: 30 weeks per year
Examination: 3-hour Theory Paper

History of Art and Design I will introduce you to the concepts and terminology found from early design to the modern world and its built environment. Subject content will include:

1. What is Interior Design, what is Architecture
2. Architecture on the move
3. Mesopotamia, Aegean and Etruscan design
4. Ancient Egypt
5. Classical Greece
6. Rome
7. Mayan design
8. Islamic design
9. Chinese and Japanese design
10. Cape Dutch furniture and architecture
11. Zulu culture and architecture

5.2.5 PROFESSIONAL DESIGN PRACTICE I

Notional Hours/year: 120
Duration: 30 weeks
Examination: 3-hour Theory paper

1. Interior Design as a business
2. The business environment
3. The economic environment
4. Design Communication: The design process/Tax, Marketing & Selling, record keeping and credit control.
5. Alternative Business Forms
   Sole proprietor, partnership, close corporation and company
6. Business plan
7. Design Protection
   Copyright, trademarks, design registration, patents, common law and licence agreements.

5.3. NATIONAL DIPLOMA IN INTERIOR DESIGN
Mainstream Second Year / Extended Programme 3rd Year (NDINT2 & NDIDF1)

5.3.1 PROFESSIONAL DESIGN PRACTICE II

Notional Hours/year: 120
Duration: 30 weeks
Examination: 3-hour Theory paper

1. Interior Design terminology
2. The Professional Team
3. Correspondence and record keeping
4. Specifications
5. Contract information
6. Tender contracts
7. Client / designer agreements

5.3.2 DESIGN THEORY II

Notional Hours/year: 1020
Duration: 30 weeks
Examination: 3-hour Theory paper
Design Theory II will cover history of design up to and including the Renaissance.
1.   Early Christian buildings and how their forms became templates for most public buildings for the next ten Centuries will also be covered.
2.   The syllabus ends in the 1800's with the Industrial Revolution and the birth of Modern Design.

5.3.3 DESIGN TECHNOLOGY II

Notional Hours/year: 360
Duration: 30 weeks
Examination: 2 x Theoretical papers of 3 hours each
                         1 x 4-hour practical paper
The subject follows on from the First-year curriculum of Design Technology I, and covers aspects as necessary for the practical implementation of Interior Design. The sub-components for this subject are:
      Technical Services II –Paper 1
      Theory of Materials and Finishes II –Paper 2
      Methods of Construction II –Paper 3
      This subject requires the visual communication of practical solutions of two and three dimensional design problems, using relevant software and physical modelling techniques.

5.3.4 PRESENTATION METHODS II

Notional Hours/year: 360
Duration: 30 weeks
Examination   End-of-year portfolio of work.
The sub-components for this subject are:
      Presentation Drawing II
      Model Making II
      Photography II (Photoshop)
      CAD II

5.3.5 INTERIOR DESIGN II:

Notional Hours/year: 240
Duration: 30 weeks
Examination: End-of-year Portfolio of work.
The sub-components for this subject are
      Interior Design II
      Typography II
This subject requires the application of the creative process to find practical solutions of two- and three- dimensional design problems, as specified in various projects.

5.4.   NATIONAL DIPLOMA IN INTERIOR DESIGN
       Mainstream Third Year / Extended Curriculum Programmes 4th Year

       (NDINT2 & NDIDF1)

5.4.1   PROFESSIONAL DESIGN PRACTICE III
       Notional Hours/year: 120
       Duration: 30 weeks
       Examination: 3 hours Theory paper
       1.   Detailed stages of work
       2.   Interior Design as a profession
       3.   Ethics
       4.   Submission to local authorities
       5.   Tender procedures
       6.   Building contracts
       7.   Methods of resolving disputes
       8.   Preparation and chairing of site meeting

5.4.2   DESIGN TECHNOLOGY III
       Notional Hours/year: 300
       Duration: 30 weeks
       Examination: 2 x Theoretical papers of 3 hours each
                              1 x 4-hour Practical paper
       The subject consolidates all collective knowledge from the previous two years.
       1.   Construction methods
       2.   Theory of materials
       3.   Technical services, as necessary for the practical implementation of interior design concepts.
       The sub-components for this subject are
            Technical Services III 1
            Theory of Materials and Finishes III 2
            Methods of Construction III 3

5.4.3   DESIGN THEORY III
       Notional Hours/year: 120
       Duration: 30 weeks
       Examination: 3-hour Theory paper
       Design Theory III takes a sequential approach, which focuses on:
       1.   Different eras of the 20th Century
       2.   How they responded to architecture, interior and furniture design.

5.4.4   PRESENTATION METHODS III

Notional Hours/year: 240
Duration: 30 weeks
Examination: End-of-year Portfolio of work for all sub- components except CAD, which is a 4-hour practical examination

The purpose of this subject is the further application of creative media and presentation methods to convey the design intention appropriate to this level.
The sub-components for this subject are:

Presentation Drawing III
Model Making III
Photography III (Photoshop)
CAD III

5.4.5.   INTERIOR DESIGN III (Major)

Notional Hours/year::240
Duration: 30 weeks
Examination: End-of-year Portfolio of work
The subject requires the application of the creative process and to find practical and innovative solutions for two- and three-dimensional design problems, as specified in various projects.
The sub-components for this subject

Interior Design III
Typography III

5.4.6   INTERIOR DESIGN PRACTICE III

Tuition hours: 2 weeks (80 hours Community Engagement at 2nd year level.
                                      2 weeks (80 hours) with an Interior Design practice at 3rd year level
Duration: 160 hours
Examination: Completion of logbook which includes a record of the second year community engagement project
The subject is work integrated learning (WIL) and aims to enable learning through practical experience within an industry environment (practical) application of knowledge and theory in practice).

5.5.   BACHELOR OF TECHNOLOGY IN INTERIOR DESIGN

Duration: 1 year (full-time) or 2 years (part-time)
The student doing the Bachelor of Technology in Interior Design degree will be completing a practical based Design programme that incorporates all the subjects below.   All work will be submitted as a Portfolio examination at the end of the period of study.
Tuition will consist of a programme of seminars and personal interaction (tutorials) with specified lecturers, according to the subject research or need, as well as minimum contact hours (tutorials) as determined.

5.5.1 INTERIOR DESIGN IV

Notional Hours/year::360
Duration: 30 weeks
Examination: End-of-year Portfolio of work

The student will have to:
1. develop an appropriate concept for the specific problem;
2. plan appropriate layouts and circulation paths;
3. design the three dimensional aspects to reflect the layouts;
4. develop appropriate design details as applied to the project.

5.5.2 PRESENTATION METHODS IV

Notional Hours/year::120
Duration: 30 weeks
Examination: End-of-year Portfolio of work

The student will plan and execute presentation drawings and models to inform and explain a design concept to clients.

5.5.3 DESIGN THEORY IV

Notional Hours/year::180
Duration: 30 weeks
Examination: End-of-year Portfolio of work

The student will have to:
1. engage in research in a specialized field of Interior Design that is of interest to them;
2. master appropriate and relevant research methods and techniques;
3. communicate the design visually, verbally and/or in writing, using appropriate language with reference to culture and style, both historically and contemporary.

5.5.4 DESIGN TECHNOLOGY IV

Notional Hours/year::360
Duration: 30 weeks
Examination: End-of-year Portfolio of work

The student will have to:
1. Apply the principles of the construction and sound structural principles in the execution of the design.
2. Select and apply appropriate materials to realize the execution of the design.
3. Apply sound ergonomic principles and concepts as well as knowledge of services to the execution of the design.
4. Synthesise the above in a written report
5. Plan and execute drawings to submit to local authorities for approval.

5.5.5 PROFESSIONAL PRACTICE IV

Notional Hours/year::180
Duration: 30 weeks
Examination: End-of-year Portfolio of work

The student will have to:
1. Analyse the complexity of the specific problem, consult with clients and possible users
2. Summarise the needs into a workable brief;
3. Write adequate specifications, using appropriate technical language;
4. Submit drawings to relevant authorities;
5. Apply basic management principles;
6. Apply National Building Regulations;
7. Determine the viability of the design.

5.6 MASTERS OF APPLIED ARTS IN INTERIOR DESIGN RESEARCH PROJECT: INTERIOR DESIGN

Notional Hours: 1200
Credits: 120
Duration: 1 year full time (3 registration periods allowed)
Examination: Submission of thesis (100% dissertation or 50% practical / 50% dissertation)

Independent learning will see you over the duration of your study, developing a research topic, understanding relevant theories, constructing an appropriate research methodology and drawing valid conclusions. This will be an opportunity for you to display your capabilities as a critical researcher who is committed to contributing to the development of a strong research culture within the field of the Applied Arts.

6. PROGRAMME STRUCTURE

Code	Subjects	*C/E	Semester/ Year	Assessment Method	NQF Level	Pre-Requisite
EXTENDED CURRICULUM PROGRAMME YEAR 1						
ARDA101	Art and Design Appreciation	C	Year	Continuous	4	See admission requirements
CMID101	Communication I	C	Year	Continuous	4	See admission requirements
DRAD101	Drawing for Art and Design	C	Year	Continuous	4	See admission requirements
3DMS101	3-Dimensional Studies I	C	Year	Continuous	4	See admission requirements
2DMS101	2-Dimensional Studies I	C	Year	Continuous	4	See admission requirements
MAINSTREAM FIRST YEAR NATIONAL DIPLOMA IN INTERIOR DESIGN & YEAR 2 OF EXTENDED CURRICULUM PROGRAMME						
DSGN101	Design Studies I	C	Year	Continuous	5	See admission requirements
DSTC 101	Design Technology I	C	Year	Summative	5	See admission requirements
DRDS102	Drawing for Design I	C	Year	Accumulative	5	See admission requirements
HADS101	History of Art & Design I	C	Year	Summative	5	See admission requirements
PDPR101	Professional Design Practice I	C	Year	Summative	5	See admission requirements
MAINSTREAM SECOND YEAR NATIONAL DIPLOMA IN INTERIOR DESIGN & YEAR 3 OF EXTENDED CURRICULUM PROGRAMME						
DSTC 201	Design Technology II	C	Year	Summative	5/6	Pass 50% 1st year
DSTH201	Design Theory II	C	Year	Summative	5/6	Pass 50% 1st year
IDSN202	Interior Design II	C	Year	Continuous	5/6	Pass 50% 1st year
PMET202	Presentation Methods II	C	Year	Accumulative	5/6	Pass 50% 1st year
PDPR201	Professional Design Practice II	C	Year	Summative	5/6	Pass 50% 1st year
MAINSTREAM THIRD YEAR NATIONAL DIPLOMA IN INTERIOR DESIGN & YEAR 4 OF EXTENDED CURRICULUM PROGRAMME						
DSTC 301	Design Technology III	C	Year	Summative	6	Pass 50% 2nd year
DSTH301	Design Theory III	C	Year	Summative	6	Pass 50% 2nd year
IDSN302	Interior Design III	C	Year	Continuous	6	Pass 50% 2nd year
PMET302	Presentation Methods III	C	Year	Accumulative	6	Pass 50% 2nd year
PDPR301	Professional Design Practice III	C	Year	Accumulative	6	Pass 50% 2nd year
BACHELOR OF TECHNOLOGY IN INTERIOR DESIGN						
DSTH401	Design Theory IV	C	Year	Continuous	7	60% N Diploma
DSTC 401	Design Technology IV	C	Year	Continuous	7	60% N Diploma
INTD401	Interior Design IV	C	Year	Continuous	7	60% N Diploma
PMET402	Presentation Methods IV	C	Year	Continuous	7	60% N Diploma
PDPR401	Professional Design Practice IV	C	Year	Continuous	7	60% N Diploma
MASTER OF APPLIED ARTS IN INTERIOR DESIGN						
RPJ1511	Research Project & Dissertation First Registration	C	Year	Research and Dissertation	9	
RPJ1521	Research Project & Dissertation Second Registration	C	Year	Research and Dissertation	9	

RPJ1531	Research Project & Dissertation Third Registration	C	Year	Research and Dissertation	9	

* C = Compulsory; E = Elective

PHOTOGRAPHY PROGRAMME
INFORMATION AND RULES

1.   ADMISSION

On the basis of the admission requirements and the entrance process of the National Diploma in Photography, successful applicants are accepted into a minimum three-year programme of study.

1.1   REGISTRATION

In addition to the General Rules pertaining to Registration, a student whose fees are being paid by an employer shall provide a letter of authority from such employer to this effect before registration.

1.2.   MINIMUM ADMISSION REQUIREMENTS

National Diploma in Photography

In addition to the General Rules (G3), for admission to respective instructional programmes, the department requires the following:

(i)   A National Senior Certificate with a diploma pass

(ii)   Applicants must demonstrate ability to understand English as a medium of instruction.   A comprehensive test based on Photographic knowledge followed by an interview in order to identify enthusiasm for the programme.

(iii)   A portfolio of photographic evidence is an added advantage.

Bachelor of Technology in Photography

In addition to the provision of the General Rules for admission to the B. Tech Degree a student must:

1.   Be in possession of a National Diploma in Photography or a B.A. (Fine Art) degree or a recognised equivalent qualification (with appropriate subjects), with an average of 60% pass in all subjects at National Diploma level.

2.   Appear personally before a selection panel consisting of the Head of Department or Programme Coordinator and staff of the Photography Programme.

Master of Applied Arts in Photography

In addition to the provision of the General Rules for admission to the MA Degree a student must:

1.   Be in possession of a Bachelor of Technology in Photography or a recognized equivalent qualification.

2.   Appear personally before a selection panel consisting of the Head of Department/Programme Coordinator and staff of the Photography Programme.

2.   COMPLETION OF YEAR WORK

2.1

Failure to submit an assignment by the due deadline will result in a zero being awarded unless there has been a condoned absence during a substantial part of the assignment. The zero will be included when calculating the year mark. The minimum number of assignments or tests as laid down by the programme must be completed in order to gain a year mark.

2.2 An extension of deadline may be granted by the lecturer only if it benefits the entire class group and if it does not extend beyond the module.

2.3 Condonable absences:
Absentee notes must be submitted to the Programme Secretary within 7 days after the student's return. Notes submitted after this period will not be accepted.

2.4 Condonements:
Condoning of absence from tests and assignments will only be made when written proof of illness is provided.
A maximum of two assessments in a theory subject may be condoned per year. There is no condoning for practical subjects.

3. EXAMINATIONS

3.1. As per G13 except that at the discretion of the Senate an examination shall be practical, written, oral, portfolio presentation or both written and oral and may include practical work.
A student may be summoned for an additional oral examination within one week after completion of the examination.

3.2. The final mark will comprise:

Theory subjects	40% year mark
	60% examination mark
Practical subjects	40% year mark
	60% portfolio presentation

3.3. PORTFOLIO REQUIREMENTS
As per Rule G13 requirements for portfolios are stipulated in the syllabus for each subject (1st, 2nd and 3rd year), with the following additions:

3.3.1 Theory of Photography I, II & III, Professional Practice I, II and III and the Visual Communication Module of Visual Communications I and II will generate a year mark out of 40, and examined by means of a 3 hour written paper out of 60. The year mark out of 40 and the exam mark out of 60 will be combined to generate the final mark.

3.3.2 Applied Photography I, II and III are examined by a portfolio of photographs (details in the Syllabus/Study Guide) and will generate a mark out of 60.

3.3.3 Applied Photography I, II, III will generate a year mark out of 40, and together with the portfolio mark (60) will generate the overall mark.

3.3.4 The report for Visual Communication III, will be marked out of 60 as the examination mark.

3.3.5 The compilation of a Final Mark (Year Mark and Examination Mark) is detailed in the Syllabus/Study Guide.

NB: Photographs submitted for critiques may be used for portfolio examination purposes. No photograph previously examined and passed at any year-end examination may be re-submitted for subsequent year-end examinations. This ruling also applies to electronic imaging.

3.4. SUPPLEMENTARY EXAMINATIONS
Supplementary examinations are not permitted in practical subjects which are examined by portfolio presentation.

3.5. RE-WRITES

3.5.1. Where a student fails a subject his year/semester mark is valid for ONE further consecutive main examination in that subject. In addition, where a student fails a subject, and is granted a supplementary examination, his year/semester mark is valid for that supplementary examination.

3.5.2. Re-writes are not permitted in the case of practical subjects which are examined by portfolio assessment.

4. PASS REQUIREMENTS

4.1. In accordance with G14 a sub-minimum of 40% shall apply to all written examinations, practical examinations, portfolio presentations and year marks.

4.2. In addition to Rule G14 (General Handbook) students are required to obtain a minimum of 50% in:

4.2.1 Eleven of the fourteen categories in the Portfolio of Photographs for the Practical Photography Module of Applied Photography I and Applied II.

4.2.2 Five of the six mini portfolio categories for Practical Photography Module of Applied Photography III.

4.2.3 Students failing to comply with the additional requirements as above will be awarded a maximum of 38% for the portfolio presentation.

4.3 RETENTION OF SUBJECT SUCCESSES

Practical subjects and portfolios require re-registration in the case of failure. Theory subject year marks (course marks) in the main stream may be retained to permit re-examination for two (2) examination sittings only.

5. PERIOD FOR COMPLETION OF QUALIFICATIONS

In accordance with Rule G21A(b) and G17, students in the Faculty of Arts and Design who fail to obtain a qualification within 5 years will not be eligible for re-registration without the permission of the Faculty Board.

6. ABSENCES

Absence from classes or during the assignment periods will be condoned only on presentation of written proof of valid reason to the head of department, programme co-ordinator or secretary.

7. CONDUCT OF STUDENTS IN STUDIOS, DARKROOMS AND COMPUTER LABORATORY

Rules of Conduct pertaining to the specific rooms as published, shall apply to all students registered in the Programme.

8. USE OF STUDENT WORK

8.1 The Photography programme reserves the right to use the students' photographs/images produced during the course of study for purposes of, inter-alia, course advertising and promotions at its discretion and without compensation to the student.

8.2 Compensation to students for photographs/images produced in the course of a commission from a third party through the Department of Visual Communication Design will be by negotiation between the student and the department.

8.3   The Programme reserves the right to retain students' original work for a period not exceeding one year, provided that the student to whom such work belongs shall have access to it in consultation with the Programme.

RULES FOR QUALIFICATIONS

1.   **NATIONAL DIPLOMA IN PHOTOGRAPHY**
     PROGRAMME CODE:
     1.1.   EXAMINATION
            Assessment of work submitted during the year:
            1.1.1   Year marks for the three years Instructional Programme shall be determined in accordance with the rules for each instructional programme.
            1.1.2   An average of 6 tests giving an average out of 40 for Theory of Photography I, II and III, Professional Practice I, II & III, the Visual Communication Module of Visual Communications I and the Photographic Techniques Module of Applied Photography I and II and Visual Communication II & III.
            1.1.3   A minimum of 25 photographic assignments will generate a Year Mark out of 40 for Applied Photography I, II, and III.
            1.1.4   The Basic Design Module of Visual Communication I will be examined by continuous evaluation (100% Year Mark).
            1.1.5   The final mark for Basic Design for Photography will be the average of all assignments set during the year.
            1.1.6   Practical field work is required from time to time. Marks for the 'techniques' module of Applied will generally be extrapolated from the practical submission, as 'practical' & 'techniques' form a close symbiosis.   There will also be specific techniques assignments, which marks will be incorporated with those from the practical module (in combination, providing the Applied Photography marks). Students are expected to sign an indemnity form in order to partake in the field work.

2.   **BACHELOR OF TECHNOLOGY IN PHOTOGRAPHY**
     2.1   The Bachelor of Technology in Photography is of post-diploma nature and the student must possess the potential to produce testimonies of study commensurate with NQF7 academic standards.

Course Code	Register Code	Subject
BTPHT1	RMTQ1001	Research Methods & Techniques I
	APHT4001	Applied Photography IV
	THPH4001	Theory of PhotographyIV

     2.2   BACHELOR OF TECHNOLOGY IN PHOTOGRAPHY
           2.2.1   THEORY OF PHOTOGRAPHY IV
                   The outcome will be a bound report with illustrations. See study guide.
                   By the end of the study, the student will demonstrate, through the writing of a report, the following competencies:

1. The application of retrieval, collation, investigative and interpretive skills.
2. Familiarity with a wide range of relevant traditional and contemporary photographic discourse.
3. Knowledge of the relationship between theory of photography and applied photography in the student's chosen area of specialization (Linked to Applied Photography IV).
4. Demonstrate original, critical and independent thinking.
   A year (or course) mark must be generated (out of 40) from a minimum of three (3) submissions. The examination mark will be out of 60.

2.2.2 APPLIED PHOTOGRAPHY IV

By the end of the year of study, the student will demonstrate a competence in the subject area appropriate to the professional level of study.

This competence is demonstrated in the following way:
1. Work is largely self-generated and related to a chosen specialized direction.
2. Work is informed by a high degree of conceptual content.
3. Work is of an appropriately professional and technical standard.
4. Work is presented in such a way as to give the student access to the professional photographic market.

The student will produce a body of work that constitutes an original and qualitative contribution to the photographic environment to the satisfaction of the examiners. The work will be exhibited and be open to public scrutiny and review, and should consist of a minimum of 30 pieces or an agreed upon multimedia presentation(s). A year-mark out of 40 must be generated from a minimum of 3 submissions. The examination mark will constitute 60% of the overall mark, which is subject to external moderation.

Only when the Department of Visual Communication Design, the Photography Programme and the lecturer are satisfied with the quality of the work may the student present it for examination.

2.2.3 RESEARCH METHODS AND TECHNIQUES I

By the end of the instructional offering, the student will demonstrate an appropriate level of competence and knowledge in the following areas:
1. The nature of research in the social sciences.
2. Research design.
3. Developing a research proposal.
4. Qualitative and quantitative research methodology.
5. Writing research reports.
6. This subject carries a 100% year mark

2.3 ATTENDANCE

2.3.1 Full-time students will attend the Institution for the normal working hours five days per week, except where they are required to carry out research outside the Institution.

2.3.2 Part-time students will attend for half the normal working hours as above (if this option exists).

2.4   PERIOD FOR COMPLETION
       In accordance with rule G23A, the minimum duration is one year of registered
       study and the maximum is two years.

3.   **MASTER OF APPLIED ARTS IN PHOTOGRAPHY**
3.1

Course Code	Register Code	Subject
MAPHTI	RPPT501	Research Project and Dissertation

Thesis which may be accompanied by a practical component.

SYLLABI

NATIONAL DIPLOMA IN PHOTOGRAPHY/ Year 1

NB: Subject content for all qualifications (Diploma, B Tech, M Tech) under Review at time of printing. The following is indicative rather than definitive.

1.1   THEORY OF PHOTOGRAPHY I (100 NOTIONAL HOURS SUGGESTED)
        110502512

1.1.1   Light and Image Formation
         Electromagnetic Spectrum, Visible Spectrum. Properties of Light sources, propagation, wave length, colour temperature, absorption, reflection, transmission, refraction, light fall-off. Pin hole images, simple lenses, eye, compound lenses. Focal length, image size, bellows extension, depth of field, hyperfocal distance.

1.1.2   Camera and Enlarging Equipment
         Camera Obscura simple camera, direct vision   range finder cameras, single lens and twin lens reflex cameras, large format technical baseboard/monorail cameras.   Motion picture cameras. Electronic imaging and video cameras see image capture.
         Enlargers' condenser and diffusion enlargers for monochrome, multi grade and colour printing.

1.1.3   Studio and Darkroom Equipment
         Studio layout, light sources, power, tripods and studio stands, backdrops. Darkroom layout, plumbing, power, ventilation, lighting and equipment.

1.1.4   Image Capture
         Silver based monochrome and colour emulsions   latent image formation (exposure), amplification of image (development), basic components of silver based emulsions, sensitivity (speed), grain, tonalities and contrast, multilayer monochrome and colour emulsions, chromogenic, and multi contrast print emulsions.   Development and basic components of developers, types of developers and techniques of development, stop baths and fixers.

1.1.5   Electronic Image Recording
         Charged coupled device (CCD), silicon chip, digital storage and types of camera backs (scanning backs) computer manipulation and transmission of images.

1.1.6   Electricity, Basic Electronics Light Meters and Light Sources.
         Electrical power supply, direct and alternating current (DC/AC) voltage, power and current. Capacitors, resistors and diodes. Tungsten, tungsten halogen, electronic flash, and HMI (continuous) light sources.

1.1.7   Exposure
         Camera and enlarging exposure. Aperture, shutter and relationship with emulsion speed.

1.1.8   Emulsion Performance and Zone System
         Relationship of exposure and development.
1.1.9   Heat and Temperature
         Radiation, convection and conduction of heat. Heat isolation. Temperature, thermometers and scales.

1.2   VISUAL COMMUNICATIONS I (100 NOTIONAL HOURS SUGGESTED) 050600712
         History of Visual Arts (Highlights).
         History of Photography (evolution and movements).
         Outline History of Communication.
         Use of Photography in Art, Science, Commerce and media.
         The Basic Design module introduces to students the concepts of composition, design and general aesthetics.

1.3   PROFESSIONAL PRACTICE I (50 NOTIONAL HOURS SUGGESTED) 040500912
         Business Communication skills.
         Verbal and documentary presentation skills.
         Computer literacy.
         Business Administration and communication.

         Principles of business management. Banking, book-keeping, business practice, marketing, job costing, terms and conditions, insurance.
         Municipal licensing and bylaws.

1.4   APPLIED PHOTOGRAPHY I (780 NOTIONAL HOURS) 030516312
         Practical use of all photographic equipment for imaging and printing.   Use of equipment on location and studio.
         Techniques of monochrome and colour conventional photography.
         Techniques of basic electronic imaging.
         Both monochrome and colour technical and practical assignments.
         Competency tests and critiques.

NATIONAL DIPLOMA IN PHOTOGRAPHY/ Year 2
2.1   THEORY OF PHOTOGRAPHY II (100 NOTIONAL HOURS) 110502722
2.1.1   Light:
         Wave and Corpuscular Theory of Light, Wave Length and Frequency of Light, Colour Temperature, Inverse Square Law, Terminology of Illumination, Definitions
2.1.2   Colour:
         Theory of Colour Vision, Visual Spectrum. Primary and Complementary Colours in Photography. Properties of Primary and Complementary Coloured Filters. Theory of Additive Colour Synthesis. Theory of Subtractive Colour Synthesis.
2.1.3   Optics:
         Review of simple and compound lenses. Lens Aberrations and Design. Refractive Index and Dispersion. Magnification and Conjugate Calculations. Depth of Field and Focus, Circles of Confusion. Types of lenses, Shortand Long Focal Length, Telephoto, Retro Focus, Zoom etc.

2.1.4   Shutters:
Construction of Between Lens and Focal Plane shutters. Efficiency of shutters, Advantages and Disadvantages mechanically and electronically controlled shutters and Exposure Measurement Devices.

2.1.5   Light Sources:
Principals of Tungsten Halogen, Electronic Flash and HMI Light Sources. Portable and Studio Equipment. Shutter Synchronisation and testing. Slave Units.

2.1.6   Exposure and Tonal Reproduction, Exposure Calculation and Equipment:
Guide numbers for Electronic Flash. Emulsion Performance Graphs, Exposure versus Density and Definitions. Characteristic Curve, Gamma, Contrast, Wave Length effect, Average Gradient and Contrast Index. ISO Speed System and Tone Reproduction, Quadrant Diagrams

2.1.7   Colour Operation:
Storage and Handling of Colour Materials. Colour Processing and Printing Equipment. Finishing and Storing of Colour Prints. Colour Temperature and Mireds, Colour Filters, and Mixed Lighting.

2.1.8   Computers and Digital Imaging

2.2   VISUAL COMMUNICATION II (100 NOTIONAL HOURS) 050600822

History of the Cinema Cinematography.
Physiology (Persistence of Vision) and PHI Phenomenon of Moving Images.
History of the 20th Century Visual Art Investigation of early and contemporary photographers and their styles. Contemporary Aesthetics in Photography. Introduction to the Specialized Directions in Photography People (Social), Advertising, Fashion, Industrial, Scientific, Medical etc.
The study of Advertising, Public Relations and Photo Journalism.

2.3   PROFESSIONAL PRACTICE II (100 NOTIONAL HOURS) 040501022

Knowledge and application of Photographic Business Management. Professional Services.
Copyright
Accounting for Small Business.
Taxation.
Local Government Levies.
Studio Complex Design and By-laws.
Computer Office Management.
Medical Aid.
Photography and the Law.

2.4   APPLIED PHOTOGRAPHY II 030516422

2.4.1   MULTIMEDIA II (200 NOTIONAL HOURS)
A student will be required to produce Electronic Imaging Assignments and full Multi-projector Audio Visual Productions.

2.4.2   SPECIALIZED PHOTOGRAPHY II
Students are required to select a Specialized Photography direction and to produce a portfolio of photographs for assessment.

2.4.3   PRACTICAL PHOTOGRAPHY II
Students are to produce mounted photographs of a full range of assignments covering the General Requirements in Commerce for critique during the programme and a portfolio of photographs (designated commercial categories).

NATIONAL DIPLOMA IN PHOTOGRAPHY/ Year 3

3.1   THEORY OF PHOTOGRAPHY III: 110502803
Instructional Programme: N. Dip.: Photography
Examination: Year Mark   40%
Examination (3 hours)   60%
Theory III is basically the theory behind the practical application of general overall photographic practice. It also encompasses advancements in optics, emulsion chemistry, camera systems, lighting systems and electronic control systems. The student must demonstrate an appropriate level of competence in the following:

3.1.1   Emulsion Chemistry/Chemistry
Instant colour reversal films, silver less and limited silver emulsions, multi grade printing systems. Monobath processing of b/w. Advancements in b/w and colour chemistry and emulsions.   Lasting qualities of resin coated paper and fibre base, colour, etc.

3.1.2   Optics
Specialist optics e.g. image intensification, fibre optics, screen 'optics'. Non-optical photography e.g. holography and the use of the laser.

3.1.3   Special Camera Equipment
3-dimension equipment and technique for both the still and the moving image. High speed shutters and camera systems. T.V. camera optics and technique of transmission and receiving. Panoramic and periphery cameras, aerial and special close-up cameras.

3.1.4   Specialist Photography
Heat photography, X-Ray, T.V., facsimile transmission, infrared photography, the use of polarizing screens and filters in scientific and general photography.

3.1.5   Camera Systems
Auto focusing devices, computer systems in cameras and flash units. Important advancements in camera systems e.g. Kodak's disc camera, floppy disk systems, electronic cameras and scanners.

3.1.6   Advancement in printing equipment. e.g. Philips Tri-colour enlarger system, modern enprinters, e.g. 'Frontier' laser printers etc., and advancement in photo-mechanic/electronics pertinent to general photography e.g. electronic flash synchronisation with focal plane shutters at over 1/200.

3.1.7   The photo-mechanical processes: letterpress, litho, gravure, the screen, block and plate making, 4 and 3 colour printing, electrostatic colour printing, dye sublimation, thermal wax transfer, ink jet reproduction, colour scanners, type, etc.

3.1.8   Requirements of colour transparencies and colour and b/w prints for reproduction. Modern methods of colour reproduction (e.g. the use of laser beams in the production of colour negatives from transparencies, colour separation e.g. scanners, and plate production.

3.1.9   Computer generated imagery, enhancement, manipulation and output.

3.1.10   In conjunction with Visual Communications III - an in depth look at techniques relating to the major Professional fields e.g. Portraiture, Industrial, fashion etc.

3.2   VISUAL COMMUNICATION III: 050600903
Instructional Programme: N. Dip.: Photography
Examination Year Mark   40%
Examination   60%
The student will demonstrate the following competencies appropriate to the third year of study, viz:

3.2.1   The application of retrieval, collation, investigative and interpretive skills.
3.2.2   Demonstrate original, critical and independent thinking.
3.2.3   Knowledge of the relationship between theory and practice in relation to a range of specialized directions.
3.2.4   A perceptually and conceptually based analysis of elective components in the subject of Applied Photography III, i.e. Multi Media and Specialized Photography.
3.2.5   A typed report of between 5000 and 6000 words on the student's specialized subject relating to his/her research, viewpoint, and approach to the subject and to the conclusions reached. The technical aspects of the student's work are important   but his/her aesthetic approach (at this stage in his/her career) is much more important, and should be stressed. Copies of prints from the specialist portfolio may be used as illustrations.

A panel of not less than 3 examiners should assess the report in conjunction with the portfolio of specialized work submitted, awarding a mark out of 60 to be moderated by a nominated practicing professional photographer.
3.2.6   Essay and report preparation and writing. Vision, perception, how and what we see, the imagination. Photo-journalism, analysis of great works of art in terms of composition, emotive colour, subject matter. The emotive effects of photographic techniques: soft-focus, differential focusing, movement. Photography as an art medium; photography as a social medium.
3.2.7   Lectures on the various specialist subjects: portraiture and figure, fashion and textiles; general commercial illustration; industrial photography, architectural photography, landscape and nature photography and photographic journalism.
3.2.8   Advertising in magazines, newspapers, cinema, television. Needs of advertising agencies, colour versus monochrome in advertising, good taste in advertising.

3.3   APPLIED PHOTOGRAPHY III: 030516503
Instructional Programme: N. Dip.: Photography
Examination: Year Mark (Assignments)   40%
Studio and Location
Portfolio   60%
Recommended weekly tuition hours: 22

ADVANCED COMMERCIAL APPLICATIONS OF PHOTOGRAPHY
Eg   Assignments Encountered in Industry (ties in with Theory III).
3.3.1   SPECIALIZED APPLICATION OF PHOTOGRAPHIC PRACTICE
eg   Portrait, Fashion, Advertising, Industrial, Architectural etc.
OR
ADVANCED MULTI-MEDIA APPLICATIONS IN PHOTOGRAPHIC PRACTICE
eg Audio Visual, Cinematography, Video, Multimedia, etc.

3.3.2   Students will submit to a panel of not less than three examiners (and moderated by a nominated practising professional photographer), portfolios in categories indicated below. Each portfolio should be mounted on mounts of uniform size i.e. standard presentation. Each portfolio to include on black and white print, one colour print and one transparency.

3.3.3   GROUP I   PEOPLE
A portfolio comprising three figure and portrait photographs. The portfolio should exhibit an ability to deal with the portrayal of the human figure in a variety of situations both in action and at rest under controlled and available light conditions. Examples should be of different people and should include one group figure/portrait photograph, and one newsworthy photograph,

3.3.4   GROUP II   OBJECTS
A portfolio comprising three photographs of a commercial, industrial, organic form type. The portfolio should exhibit an ability to deal with various objects both as found in the environment and as controlled subjects in the studio. Subjects such as industrial machinery, vehicles, park shots, macro photographs of jewellery, etc. should be included in this portfolio. The portfolio should show an ability to handle both polished and textural surfaces and control light, sharpness and perspective in the photograph to a professional standard.

3.3.5   GROUP III   ENVIRONMENT
A portfolio of three photographs of architectural, industrial and landscape subjects. The portfolio should show an ability to handle environmental subjects in a controlled manner and include architectural exteriors and interior photographs, industrial interiors, and landscape. The portfolio should exhibit an ability to control light and perspective and manipulate total rendition to show an insight into the subjects chosen.

3.3.6   GROUP IV   DIGITAL
A portfolio of six images that involves digital technology, manipulation and digital output using Photoshop to its fullest. These images must show advanced knowledge of the digital photographic medium, with emphasis on quality and creativity.

3.3.7   GROUP V   MULTIMEDIA PRESENTATION
A multimedia presentation using music.

NOTE: All work submitted must not have been submitted for any previous portfolio. This applied to all levels.

3.4   PROFESSIONAL PRACTICE III 040501103

Instructional Programme: National Diploma in Photography
Examination: Year Mark   40%
Examination mark   60%
Recommended weekly tuition hours: 3

3.4.1   Research Methodology
Knowledge and Application of Fundamental Research Methodology in Preparation for the Fourth, Fifth and Sixth Year of Study in Photography.

3.4.2   Computers
The Advanced Use of Computers for Business and Administration.

3.4.3   Management
Advanced Application of Marketing and Management Skills in the Small Business Environment.

4.   BACHELOR TECHNOLOGY IN PHOTOGRAPHY

4.1   THEORY OF PHOTOGRAPHY IV

The outcome will be a typed, ring bound report with illustrations. See study guide.
By the end of the study, the student will demonstrate, through the writing of a 30 page report. The following competencies appropriate to the fourth level of study, viz:

1. The application of retrieval, collation, investigative and interpretive skills.
2. Familiarity with a wide range of relevant traditional and contemporary photographic discourse.
3. Knowledge of the relationship between theory of photography and applied photography in the student's chosen area of specialization (Linked to Applied Photography IV)
4. Demonstrate original, critical and independent thinking.
    A year (or course) mark must be generated (out of 40) from a minimum of three (3) submissions. The examination mark will be out of 60.

4.2   APPLIED PHOTOGRAPHY IV

By the end of the fourth year of study, the student will demonstrate a competence in the subject area appropriate to the professional level of study.
This competence is demonstrated in the following way:

1. Work is largely self-generated and related to a chosen specialized direction.
2. Work is informed by a high degree of conceptual content.
3. Work is of an appropriately professional and technical standard.
4. Work is presented in such a way as to give the student access to the professional photographic market.
    The student will produce a body of work that constitutes an original and qualitative contribution to the photographic environment to the satisfaction of the examiners. The work will be exhibited and be open to public scrutiny and review, and should consist of a minimum of 30 pieces or an agreed upon multimedia presentation(s). A year-mark out of 40 must be generated from a minimum of 3 submissions. The examination mark will constitute 60% of the overall mark, which is subject to external moderation.
    Only when the Department of Photography and the promoter are satisfied with the quality of the work may the student present it for examination.

4.3   RESEARCH METHODS AND TECHNIQUES I

By the end of the instructional offering, the student will demonstrate an appropriate level of competence and knowledge in the following areas:

1. The nature of research in the social sciences.
2. Research design.
3. Developing a research proposal.
4. Qualitative and quantitative research methodology.
5. Writing research reports.
6. This subject carries a 100% year mark.

5.   MASTER OF APPLIED ARTS IN PHOTOGRAPHY

Thesis which may be accompanied by a practical component.

PROGRAMME STRUCTURE

NATIONAL DIPLOMA IN PHOTOGRAPHY (Extended Course)**

Code	Subjects:	*C/E	Semester /Year	Assessment Method	NQF Level	Pre-Req.
Year One (Extended)						
THPH113	Theory of Photography I (Year I)	C	Year	Written Examination	5	See admission requirements
VCOM113	Visual Communication I (Year I)	C	Year		5	See admission requirements
APHT112	Applied Photography I (Year I)	C	Year	Portfolio	5	See admission requirements
PFPR112	Professional Practice I (Year I)	C	Year	Written Examination	5	See admission requirements
ENLS101	English I	C	Year	Continuous Assessment	5	See admission requirements
ADST101	Art and Design Appreciation	C	Year	Portfolio	5	See admission requirements
DARD101	Drawing for Art & Design	C	Year	Portfolio	5	See admission requirements
CLST101	Colour Studies	C	Year	Portfolio	5	See admission requirements
2DDS101	2-Dimensional Design Studies	C	Year	Portfolio	5	See admission requirements
3DDS101	3-Dimensional Design Studies	C	Year	Portfolio	5	See admission requirements
Year Two (Extended)						
THPH123	Theory of Photography I (Year 2)	C	Year	Written Examination	5	THPH113
VCOM123	Visual Communication I (Year 2)	C	Year	Written Examination	5	VCOM113
APHT122	Applied Photography I (Year 2)	C	Year	Portfolio	5	APHT112
PFPR122	Professional Practice I (Year 2)	C	Year	Written Examination	5	PFPR112
Year Three						
THPH202	Theory of Photography II	C	Year	Written Examination	5/6	THPH123
VCOM202	Visual Communication II	C	Year	Written Examination	5/6	VCOM123
APHT201	Applied Photography II	C	Year	Portfolio	5/6	APHT122
PFPR201	Professional Practice II	C	Year	Written Examination	5/6	PFPR122
Year Four						
THPH302	Theory of Photography III	C	Year	Written Examination	6	THPH202
VCOM302	Visual	C	Year	Written	6	VCOM202

	Communication III			Examination		
APHT301	Applied Photography III	C	Year	Portfolio	6	APHT201
PFPR301	Professional Practice III	C	Year	Written Examination	6	PFPR201

NATIONAL DIPLOMA IN PHOTOGRAPHY (Three-Year Minimum)

Year One						
Code	Subjects:	*C/E	Semester/ Year	Assessment Method	NQF Level	Pre- Req.
THPH102	Theory of Photography I	C	Year	Written Examination	5	See admission requirements
VCOM102	Visual Communication I	C	Year	Written Examination	5	See admission requirements
APHT101	Applied Photography I	C	Year	Portfolio	5	See admission requirements
PFPR101	Professional Practice I	C	Year	Written Examination	5	See admission requirements
Year Two						
THPH202	Theory of Photography II	C	Year	Written Examination	5/6	THPH102
VCOM202	Visual Communication II	C	Year	Written Examination	5/6	VCOM102
APHT201	Applied Photography II	C	Year	Portfolio	5/6	APHT101
PFPR201	Professional Practice II	C	Year	Written Examination	5/6	PFPR101
Year Three						
THPH302	Theory of Photography III	C	Year	Written Examination	6	THPH202
VCOM302	Visual Communication III	C	Year	Written Examination	6	VCOM202
APHT301	Applied Photography III	C	Year	Portfolio	6	APHT201
PFPR301	Professional Practice III	C	Year	Written Examination	6	PFPR201

BACHELOR OF TECHNOLOGY IN PHOTOGRAPHY

Code	Subjects:	*C/E	Semester/ Year	Assessment Method	NQF Level
RMTQ 101	Research methods &Techniques	C	Year	Produce a proposal in relation to specialized subject	7
APHT 401	Applied Photography IV	C	Year	Exhibition & Work Integrated learning	7
THPH 401	Theory of Photography IV	C	Year	Produce a typed report on a specialised subject	7

MASTER OF APPLIED ARTS IN PHOTOGRAPHY

Code	Subjects:	*C/E	Semester/ Year	Assessment Method	NQF Level
RPPH511	Research Project & Dissertation First Registration	C	Year	Research and Dissertation	9
RPPH521	Research Project & Dissertation Second Registration	C	Year	Research and Dissertation	9
RPPH531	Research Project & Dissertation Third Registration	C	Year	Research and Dissertation	9

* C = Compulsory; E = Elective