



DURBAN UNIVERSITY OF TECHNOLOGY
INYUVESI YASETHEKWINI YEZOBUCHWEPHESHE



FACULTY OF
**ARTS &
DESIGN**



VISUAL COMMUNICATION DESIGN

2021 HANDBOOK

HANDBOOK FOR 2021

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 commercialised 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.

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.

The information contained within this handbook is reflective of the Department and Programme Rules and Procedures, as approved by the University Senate Rules Committee and must be read in conjunction with latest version of the General Handbook for Students of the Durban University of Technology. Whilst all efforts have been made to ensure the accuracy of the information contained within the handbook, please verify information with the Department or Programme, as in the unlikely event that errors and omissions could have occurred.

I. CONTACT DETAILS

Graphic Design Programme queries to:

Secretary:	Mrs. Parveen Randeree
Tel No:	031 373 6648
Fax No:	0866741026
Location of Programme:	City Campus

Interior Design Programme queries to:

Secretary:	Ms. Senele Nhlumayo
Tel No:	031 373 6503
Location of Department:	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, DPhil, D Tech

Senior Lecturer Dr Folasayo Olalere, PhD

Lecturers Mr. Ernest van de Merwe, M Tech
Mr. Sagren Moodley, BA(Hons)
Ms. Marlene Wasserman, MA
Mr. Mthandeni Zama, B Tech
Ms. Latha Ravjee, M Tech
Mr Piers Carey, M Tech
Mr Frank Kalala, MAA
Mr Nic Human, M Tech
Ms Jeanette Shange, M Tech
Mr Dane Knudsen, MAA

Interior Design Programme

Programme Co-ordinator To be confirmed

Lecturers Ms. Michelle Reynolds, M Tech
Ms Lyndall Kemm-Stols, M Ed
Ms. Hlengiwe Mlambo, M Tech
Ms. Susan Barrett, NH Dip.

Photography Programme

Programme Co-ordinator Mrs. Angela Buckland, MA

Lecturers Ms. Liza du Plessis, M Tech
Mr. Vernon Hoover, NHDip
Mr. Vednath Nundlall (Joey) Rampersad, B Tech
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:

New HEQSF Aligned Qualification	SAQA NLRD Number
Bachelor of Design in Visual Communication Design	101607
Bachelor of Design Honours in Visual Communication Design	105729
Master of Applied Arts in Graphic Design	96832
Doctor of Philosophy in Visual and Performing Arts	94621
Diploma in Interior Design	111012
Advanced Diploma in Interior Design	109281
Postgraduate Diploma in Interior Design	110051
Master of Applied Arts in Interior Design	96834
Bachelor of Applied Arts in Commercial Photography	108985
Master of Applied Arts in Photography	96840

Non-HEQSF Aligned Qualifications on Teach-out	SAQA NLRD Number
National Diploma in Graphic Design*	72237
National Diploma in Interior Design**	72242
National Diploma in Photography**	72254

* Last year of new registrations in 2018

** Last year of new registrations in 2019

GRAPHIC DESIGN PROGRAMME

RULES FOR QUALIFICATIONS

I. BACHELOR OF DESIGN IN VISUAL COMMUNICATION DESIGN (BDVCDI) (PHASE IN)

- **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, online and cellphone 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.

I.1. APPLICABILITY

I.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.

I.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.

I.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.

I.3. PROMOTION TO A HIGHER LEVEL/ PROGRESSION RULES

Refer to DUT Rule G16.

I.4. UNSATISFACTORY ACADEMIC PROGRESS

I.4.1. 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.

I.4.2. 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.

2. BACHELOR OF DESIGN HONOURS IN VISUAL COMMUNICATION DESIGN: (BDVCD2) (PHASE IN)

2.1 Minimum Admission Requirements

The General Rules applicable for admission into studies will apply as per Rule G23C(1), add Rules G3 and G7.

2.2 Duration of Programme

1 year full-time. Refer to DUT Rule G23C (2) and (3).

2.3 Promotion to a Higher Level/ Progression rules

Refer to DUT Rule G16.

2.4 Exclusion Rules

Refer to DUT Rule G17.

2.5 Assessment rules

All modules will be assessed by means of continuous assessments. Final module marks will be calculated as a weighted average of all assessments for that module. Any resubmission and/or reassessment will be capped at the 50% pass mark.

3. NATIONAL DIPLOMA IN GRAPHIC DESIGN (PHASE OUT) PROGRAMME CODE: NDGDES02

3.1. EXAMINATION

All portfolio presentations shall consist of a prescribed number of pieces of work executed during the year and may include a controlled project in both the first and second year. The portfolio requirements will be published at the end of the third term.

3.2. SYLLABI

The syllabus for each subject is detailed later in this handbook. (Reference 4 National Diploma - Graphic Design)

3.3. INSTRUCTIONAL PROGRAMME

Duration of Instructional Programme

First year (NDPI)	32 weeks
Second year (NDPII)	32 weeks
Third year (NDPIII)	32 weeks

In each case the work week is 27 hours.

3.4 COMPLETION OF YEAR WORK

3.4.1 All marked assignments, tests and projects will be averaged.

- 3.4.2 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 department must be completed in order to gain a year mark.
- 3.4.3 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.
- 3.4.4 Condonable absences
Absentee notes must be submitted to the Departmental Secretary within 7 days after the student's return. Notes submitted after this period will not be accepted.
- 3.4.5 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.

3.5 EXAMINATIONS

- 3.5.1 An examination shall be written or oral or by portfolio presentation.
- 3.5.2 The final mark will comprise:
NDIP Third Year Level (Phase Out):
Practical subjects
- 40% year mark
 - 60% portfolio presentation which may include a compulsory controlled project.

3.6 SUPPLEMENTARY EXAMINATIONS

Supplementary examinations are not permitted in practical subjects which are examined by portfolio presentation; nor in theory subjects, which are examined by continuous assessment.

3.7 PASS REQUIREMENTS

- 3.7.1 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.
- 3.7.2 A maximum of one subject may be carried into the next level of study provided the final mark is not less than 40%.

3.8. ABSENCES

Absence from classes or during the assignment periods will be condoned only on presentation of proof of valid reason to the Secretary.

3.9 CONDUCT OF STUDENTS IN STUDIOS AND LECTURE ROOMS

Codes of Conduct pertaining to the specific rooms as displayed in the venues shall apply to all students registered in the department.

3.10 USE OF STUDENT WORK

- 3.10.1 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.
- 3.10.2 Compensation to students for designs and artwork produced in the course of a commission from a third party through the Department of Graphic Design will be by negotiation between the student and the department.
- 3.10.3 The department reserves the right to retain students' work for a period not exceeding five years, provided that the student to whom such work belongs shall have access to it in consultation with the department.

4. MASTER OF APPLIED ARTS IN GRAPHIC DESIGN: 3603009 PROGRAMME CODE: MAGDSI

FULL DISSERTATION OPTION (only) An intensive research project and a dissertation in compliance with the provisions of the General Rules.

In addition to the provision of the General Rules for admission to the MA Applied Arts Degree a student must appear personally before a selection panel consisting of the Head of Department and staff of the Graphic Design Programme.

5. DOCTOR OF PHILOSOPHY IN VISUAL AND PERFORMING ARTS: PROGRAMME CODE: DPVPAI

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.

5.1. APPLICABILITY

5.1.1. 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.

5.1.2. 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.

5.2. PROGRAMME OFFERED BY THE FACULTY

5.2.1. 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

5.2.2. 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)

5.2.3. 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.

5.2.4. 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.

5.2.5. 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.

5.2.6. 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.

5.3. APPLICATION AND MINIMUM ADMISSION REQUIREMENTS

5.3.1 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.

5.3.2 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.

5.4. SUITABLE CANDIDATE SELECTION

5.4.1. 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.

5.5. REGISTRATION

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

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

5.5.3. 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.

5.6. STUDY DURATION

5.6.1. 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.

5.7. ASSESSMENT RULES

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

5.7.2. Examination

5.7.2.1. 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.

5.7.2.2. 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.

5.7.2.3. 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.

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

5.8. USE OF STUDENT WORK

5.8.1. 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.

5.8.2. 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.

5. 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.

PROGRAMME INFORMATION

6.1 TIMETABLE - MODULE SYSTEM

Two timetables may be used in the Department:

- a) Daily - showing daily programme and weekly subjects
- b) Modular - showing weekly programme
 1. These must be used in conjunction with each other for the entire year because major practical subjects may change on a weekly basis, as seen in the year timetable. These periods are shown on the week timetable.
 2. Particular subjects shown on the daily timetable must be attended on a regular weekly basis at those times.
 3. NO PRACTICAL ASSIGNMENT FOR ONE LECTURER WILL BE ALLOWED TO OVERLAP ANOTHER LECTURER'S ASSIGNMENT.

6.2 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. Students may not absent themselves 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. Students should therefore plan to use the working space which they have been allocated, to maximum advantage.

6.3 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.

6.4 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. No visitors are allowed outside hours.

6.5. 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 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.

6.6. DEPARTMENTAL GENERAL ASSIGNMENT

The last week of term may be set aside for a creative project involving the entire department.

6.7. YEAR/SEMESTER MARKS

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

It is imperative that any errors in marks are corrected as soon as they are noticed.

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.

6.8. 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. Criticism of student work by the staff should not be taken personally, a fault all too common among inexperienced aspirant designers. Any student who is experiencing difficulties regarding his/her academic progress for any reason whatever is encouraged to

Speak to the head of department timeously.

6.9. USE OF REFERENCE

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: BDVCD I

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

STUDY PERIOD 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 (120 notional hours)

CESM Code: To be confirmed

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.

STUDY PERIOD 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.

STUDY PERIOD 2: SEMESTER I

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.

STUDY PERIOD 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.

STUDY PERIOD 3: SEMESTER I

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.

STUDY PERIOD 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.

BACHELOR OF DESIGN HONOURS IN VISUAL COMMUNICATION DESIGN

COURSE CODE: BDVCD2

Duration: Minimum 1 year, maximum 2 years

Credits: 120 (1200 notional hours)

Pre-requisite qualification: Bachelor's degree or Advanced Diploma at NQF7

STUDY PERIOD I: SEMESTER I

CRITICAL AND CONTEXTUAL STUDIES 40I

Credits: 12 (120 hours)

CESM Code: 030207

Syllabus: This module provides a formal introduction to relevant theoretical discourses as applicable to Honours-level study in Visual Communication Design. It provides an understanding of the value and role of theory in Visual Communication Design, and enables the student to develop the theoretical foundation for the project. It informs the Research Proposal for the student's project and likewise the development of the applied design project.

Examination: Examined within the department and externally moderated.

PROFESSIONAL DESIGN PRACTICE 40I

Credits: 8 (80 hours)

CESM Code: 030207

Syllabus: The purpose of this module is to build on undergraduate understandings of business, professional, ethical and sustainability issues as relevant to the Visual Communication Design industry, and thus to prepare students for professional-level employment or self-employment in the industry.

Examination: Examined within the department and externally moderated.

RESEARCH METHODOLOGY 401

Credits: 12 (120 hours)

CESM Code: 030207

Syllabus: This module provides a formal introduction to research methodology and methods, leading to a) an academic Research and Project Proposal at the forefront of the student's chosen specialization (1st term), and b) a body of relevant primary research according to an appropriate Research Methodology (2nd Term), and to the concept and application of Research Ethics. These outputs will inform the applied design intervention of the student's overall project.

Examination: Examined within the department and externally moderated.

VISUAL COMMUNICATION DESIGN 401

Credits: 28 (280 hours)

CESM Code: 030207

Syllabus: This purpose of this module is to develop the first half of the applied Visual Communication Design component of the qualification, to develop a self-generated project integrating research, theoretical, professional and applied study at the forefront of a specialized area of the discipline chosen by the student.

This module specifically focuses on the research and development of the applied design component based on the student's choice of topic and issue, and in response to literature review and primary and secondary research.

Examination: Examined within the department and externally moderated.

STUDY PERIOD I: SEMESTER 2

PROFESSIONAL DESIGN PRACTICE 402

Credits: 8 (80 hours)

CESM Code: 030207

Syllabus: The purpose of this module is to further develop the student's applied knowledge in the areas of business, entrepreneurship, media campaign planning, professionalism, ethics and sustainability as relevant to the Visual Communication Design industry, and thus to prepare students for professional-level employment or self-employment in the industry.

Examination: Examined within the department and externally moderated.

RESEARCH METHODOLOGY 402

Credits: 20 (200 hours)

CESM Code: 030207

Syllabus: This module will further develop the student's experience and knowledge to research methodology and methods, and aims to integrate findings, analyses and reflection on all aspects of the course in a comprehensive academic report. The report will integrate the findings from primary research and Literature Review, theoretical understanding, and the discipline-based preliminary design work, and comment and reflect on the development and final results of the applied Design practice. Its purpose therefore is to enable the student to report and reflect on the completion and integration of the whole year's work.

Examination: Examined within the department and externally moderated.

VISUAL COMMUNICATION DESIGN 402

Credits: 32 (320 hours)

CESM Code: 030207

Syllabus: This purpose of this module is the design and production of the applied Visual Communication Design component of the qualification, following on from the research and development phase in the first semester. The applied design component will be informed by literature and primary and secondary research results to present a successful design solution to the research problem, and to integrate research, theoretical, professional and applied study of the discipline.

Examination: Examined within the department and externally moderated.

NATIONAL DIPLOMA IN GRAPHIC DESIGN (Three-Year Minimum.

On phase out)

COURSE CODE: NDGDES03

COMMUNICATION DESIGN I

Credits: 30 (300 hours)

CESM Code: 110503112

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: Internally examined.

DESIGN TECHNIQUES I

Credits: 30 (300 hours)

CESM Code: 110503212

Syllabus: An introduction to basic techniques, processes and materials necessary to the production of communication concepts.

Examination: Internally examined.

GRAPHIC DESIGN DRAWING I

Credits: 20 (200 hours)

CESM Code: 110503312

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: Internally examined.

HISTORY OF ART AND DESIGN I

Credits: 10 (100 hours)

CESM Code: 030525812

Syllabus: A general history of art and design from the beginnings of recorded history to the present, to indicate broad patterns in development.

Examination: Internally examined.

PROFESSIONAL GRAPHIC DESIGN PRACTICE I

Credits: 10 (100 hours)

CESM Code: 040923812

Syllabus: Introduction to:

- Communication (verbal, written, electronic, other)
- Business concepts.

Examination: Internally examined.

COMMUNICATION DESIGN II

Credits: 40 (400 hours)

CESM Code: 110503422

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: Internally examined.

DESIGN TECHNIQUES II

Credits: 25 (250 hours)

CESM Code: 110503522

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: Internally examined.

GRAPHIC DESIGN DRAWING II

Credits: 15 (150 hours)

CESM Code: 110503622

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: Internally examined.

HISTORY AND THEORY OF GRAPHIC DESIGN II

Credits: 10 (100 hours)

CESM Code: 051632103

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: Internally examined.

PROFESSIONAL GRAPHIC DESIGN PRACTICE II

Credits: 10 (100 hours)

CESM Code: 040924603

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: Internally examined

COMMUNICATION DESIGN III

Credits: 50 (500 hours)

CESM Code: 110503703

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: Internally examined and externally moderated

DESIGN TECHNIQUES III

Credits: 20 (200 hours)

CESM Code: 110503803

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: Internally examined and externally moderated

GRAPHIC DESIGN DRAWING III

Credits: 10 (100 hours)

CESM Code: 110503903

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: Internally examined and externally moderated

HISTORY AND THEORY OF GRAPHIC DESIGN III

Credits: 10 (100 hours)

CESM Code: 051632103

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: Internally examined and externally moderated

PROFESSIONAL GRAPHIC PRACTICE III

Credits: 10 (100 hours)

CESM Code: 040924603

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: Internally examined and externally moderated

MASTER OF APPLIED ARTS IN GRAPHIC DESIGN

Course Code: MAGDSI

Minimum 2 years, maximum 4 years (1200 hours)

Pre-requisite qualification: Bachelor of Technology: Graphic Design; or equivalent.

RESEARCH PROJECT AND TREATISE

Credits: 120 (1200 hours)

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

DOCTOR OF PHILOSOPHY IN VISUAL AND PERFORMING ARTS

Course Code: DPVPAI

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 (PHASE IN)

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	Study Period	HEQSF Level	Module Credits	C/E*	Pre-Req.	Co-Req	Exam**
Study Period 1: Semester 1								
DUT IGE Module Cornerstone	CSTN101	1	5	12	C	Nil	Nil	No
FAD GE Module English for the Arts	EGLA101	1	5	12	C	Nil	Nil	No
Visual Communication Design 101	VCDS111	1	5	20	C	Nil	GRTT111	No
Graphic Techniques and Technology 101	GRTT111	1	5	20	C	Nil	VCDS111	No
Study Period 1: Semester 2								
DUT IGE Module ICT Literacy & Skills	ICTL101	2	5	8	E	Nil	Nil	No
DUT IGE Module Interpersonal Communication & Self	ICMS101	2	5	8	E	Nil	Nil	No
DUT IGE Module Cultural Diversity	CLDV101	2	5	8	E	Nil	Nil	No
Critical & Contextual Studies 101	CCTX101	2	6	12	C	Nil	Nil	No
Visual Communication Design 102	VCDS121	2	6	16	C	VCDS111 GRTT111	GRTT121	No
Graphic Techniques and Technology 102	GRTT121	2	6	16	C	VCDS111 GRTT111	VCDS121	No
Professional Design Practice 101	PFDP101	2	6	12	C	Nil	Nil	No
Study Period 2: Semester 1								
DUT IGE Module Introduction to	ITCH101	3	5	8	E	Nil	Nil	No

Technopreneurship								
DUT IGE Module Values in the Workplace	VWKP10 I	3	5	8	E	Nil	Nil	No
DUT IGE Module Leadership	LDSH10I	3	5	8	E	Nil	Nil	No
FAD GE Module Critical Thinking	CRTH10 I	3	5	12	E	Nil	Nil	No
FAD GE Module French	FRCH10I	3	5	12	E	Nil	Nil	No
FAD GE Module isiZulu	IZUL10I	3	5	12	E	Nil	Nil	No
FAD GE Module Portuguese	PTGS10I	3	5	12	E	Nil	Nil	No
FAD GE Module Mandarin	MDRN10 I	3	5	12	E	Nil	Nil	Yes
Critical and Contextual Studies 201	CCTX20 I	3	6	12	C	CCTX10I	Nil	No
Visual Communication Design 201	VCDS21I	3	6	16	C	VCDS12I GRTT12I	GVST21I	No
Graphic Visualisation & Technology 201	GVST21I	3	6	16	C	VCDS12I GRTT12I	VCDS21 I	No
Study Period 2: Semester 2								
FAD GE Module Media and Visual Literacy	MVLT10I	4	5	12	E	Nil	Nil	No
FAD GE Module Social Responsibility and Sustainable Community Development	SRSC10I	4	5	12	E	Nil	Nil	No
Visual Communication Design 202	VCDS22I	4	7	20	C	VCDS21I GVST21I	GVST22I	No
Graphic Visualisation & Technology 202	GVST22I	4	6	20	C	VCDS21I GVST21I	VCDS22 I	No
Professional Design Practice 201	PFDP20I	4	6	12	C	PFDP10I	Nil	No
Study Period 3: Semester 1								
DUT IGE Module Equality & diversity	EQDV10 I	5	5	8	E	Nil	Nil	No
DUT IGE Module The Global Environment	GENV10 I	5	5	8	E	Nil	Nil	No
DUT IGE Module Community Engagement Project	CMEP10I	5	5	8	E	Nil	Nil	No
Critical and Contextual Studies 301	CCTX30 I	5	7	12	C	CCTX20I	Nil	No
Advanced Visual Communication Design 301	AVCD31 I	5	7	20	C	VCDS22I GVST22I	GVST31I	No
Graphic Visualisation & Technology 301	GVST31I	5	7	20	C	VCDS22I GVST22I	AVCD31 I	No
Study Period 3: Semester 2								
Advanced Visual Communication Design 302	AVCD32 I	6	7	28	C	AVCD31I GVST31I	GVST32I	No
Graphic Visualisation & Technology 302	GVST32I	6	7	20	C	AVCD31I GVST31I	AVCD32 I	No
Professional Design Industry Practice 301	PDIP30I	6	6	12	C	PFDP20I	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.

BACHELOR OF DESIGN HONOURS IN VISUAL COMMUNICATION DESIGN (PHASE IN)

Name of Module	Module Code	Study Period	NQF Level	Module Credits	C/E*	Pre-Req.	Co-Req	Exam**
Study Period 1: Semester 1								
Critical and Cultural studies 401	CRCS401	I	8	12	C	Nil	Nil	No
Research Methodology 401	RSTM401	I	8	12	C	Nil	Nil	No
Visual Communication Design 401	VCOD401	I	8	28	C	Nil	Nil	No
Professional Design Practice 401	PRDP401	I	8	8	C	Nil	Nil	No
Study Period 1: Semester 2								
Research Methodology 402	RSTM402	I	8	20	C	RES401	Nil	No
Visual Communication Design 402	VCOD402	I	8	32	C	VCD401	Nil	No
Professional Design Practice 402	PRDP402	I	8	8	C	PDP401	Nil	No

Total credits for Graduation (minimum): 120

C = Compulsory; E = Elective; ** Modules with NO for exams are "Continuously Evaluated"

NATIONAL DIPLOMA: GRAPHIC DESIGN (PHASE OUT)

Code	Subjects:	*C/O	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

MASTER OF APPLIED ARTS IN GRAPHIC DESIGN

Code	Subjects:	*C/O	Semester/Year	Assessment Method	NQF Level	Pre-Req.
RPGD501/ RPGD511/ RPGD521	Research Project and Treatise	C	Year	Research and Dissertation	9	Honours or equivalent

* C = Compulsory; O = Optional

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

INTERIOR DESIGN PROGRAMME:

RULES FOR QUALIFICATIONS

1. DIPLOMA IN INTERIOR DESIGN (DIINDI) (PHASE IN)

1.1 Minimum Admission Requirements

The General Rules applicable for admission into Diploma studies will apply as per Rule G7(1), G7(2)(b)(ii), Rule G3 and Rule G21B (1).

1.2 Duration of Programme

1 year full-time. Rule G21B (2) and (3) refers.

1.3 Promotion to a Higher Level/ Progression rules

Refer to the DUT Rule G16.

1.4 Exclusion Rules

Refer to DUT Rule G17.

1.5 Assessment rules

All modules will be assessed by means of continuous assessments. Final module marks will be calculated as a weighted average of all assessments for that module. Any resubmission and/or reassessment will be capped at the 50% pass mark.

2. ADVANCED DIPLOMA IN INTERIOR DESIGN (ADINDI) (PHASE IN)

2.1 Minimum Admission Requirements

The General Rules applicable for admission into Advanced Diploma studies will apply as per Rule G21C(1), Rule G3 and G7.

2.2 Duration of Programme

1 year full-time. Rule G21C (2) and (3) refers.

2.3 Promotion to a Higher Level/ Progression rules

Refer to DUT Rule G16.

2.4 Exclusion Rules

Refer to DUT Rule G17.

2.5 Assessment rules

All modules will be assessed by means of continuous assessments. Final module marks will be calculated as a weighted average of all assessments for that module. Any resubmission and/or reassessment will be capped at the 50% pass mark.

3. POSTGRADUATE DIPLOMA IN INTERIOR DESIGN (PHASE IN)

3.1 Minimum Admission Requirements

The General Rules applicable for admission into Postgraduate Diploma studies will apply as per Rule G22B(1), Rule G3 and G7.

3.2 Duration of Programme

1 year full-time. Rule G22B (2) and (3) refers.

3.3 Promotion to a Higher Level/ Progression rules

Refer to DUT Rule G16.

3.4 Exclusion Rules

Refer to DUT Rule G17.

3.5 Assessment rules

All modules will be assessed by means of continuous assessment. Final module marks will be calculated as a weighted average of all assessments for that module. Any resubmission and/or reassessment will be capped at the 50% pass mark.

4. NATIONAL DIPLOMA IN INTERIOR DESIGN (PHASE OUT)

4.1. Minimum Admission Requirements

In addition to the General Rules, persons applying 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 a pre-requisite.

On the basis of a variety of placement assessments, successful applicants for study towards a National Diploma will be accepted into either a three-year minimum or an augmented, four-year minimum programme of study. An augmented curriculum is devised in order to enhance student development and to improve the student's chances of successful completion.

4.2. Assessment Rules

In addition to Faculty Rules, the following shall apply:

4.2.1 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 year mark.

4.2.2 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.

4.2.3 As students are required to attend a minimum of 80% of all classes, uncondoned absenteeism from lectures or practical classes will result in marks being deducted from such affected tests and assignments. (Deductions of marks will be proportionate to the percentage of non-attendance, e.g., 50% deduction/50% absenteeism.)

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

4.2.5 As per G16 where it is specifically stated 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. The provision of G16 will apply except in the case of a practical subject or portfolio submission. Where a student fails a subject the student registered for after 1 January 2010, the year/semester mark will be valid for one further consecutive main 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.

4.2.6 The FINAL MARK will comprise:

At Extended Curriculum Programme Level:

The practical subjects will be assessed as 100% year mark including a portfolio. Communication I 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 I 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.

5. PROGRAMME INFORMATION:

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.

5.1 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 after two periods of registration for that subject will automatically result in having Rule G17 enforced.

A student may appeal against this ruling in terms of Rule G1(9)

Any student on Year One of the Extended 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.

5.2 PROMOTION TO HIGHER LEVEL

Year One (Extended Curriculum Programme)

In order to be permitted into Year Two, 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 on the previous level.

A student is required to obtain a DP (minimum of 40% year mark) for each component 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.

Re-admission to First Year and Second Year is at the discretion of the Head of Department.

Mainstream Third Year

A third-year student failing any component of a practical subject will have to repeat all components of that subject by re-submitting 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.

5.3 RE-REGISTRATION RULES

A fourth year 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 fourth year 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 1st 2 weeks of the beginning of the following academic year.

5.4 MASTER OF APPLIED ARTS IN INTERIOR DESIGN

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. Refer to the DUT Postgraduate Guide.

SYLLABI

DIPLOMA IN INTERIOR DESIGN (PHASE IN)

COURSE CODE: DIIND I

Duration: Minimum 3 years maximum 5 years

Credits: 368 (3680 notional hours)

Pre-requisite qualification: NSC with Diploma pass

INSTITUTIONAL GENERAL EDUCATION MODULES

Cornerstone

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.

Community Engagement Project

Credits: 8 (80 notional hours)

CESM Code: 190102

Syllabus: To cultivate social responsibility by engaging students in the planning, implementation and evaluation of a community engagement project.

Equality and Diversity

Credits: 8 (80 notional hours)

CESM Code: 2099

Syllabus: The purpose of this module is to enable students to appreciate diversity in self, others and society, and to participate in the development of equality and mutual respect in their communities.

Examination: Examined within the institution.

Information and Communication Technology Literacy and Skills

Credits: 8 (80 notional hours)

CESM Code: 060103

Syllabus: The purpose of this module is to equip its students with the skills and knowledge needed for an effective and innovative use of Information and Communication Technologies in their academic, professional, and personal activities.

Examination: Examined within the institution.

Interpersonal Communication and Self

Credits: 8 (80 notional hours)

CESM Code: 0599

Syllabus: To prepare students to understand the role of self and others in the communication process and use their understanding to communicate more effectively and develop interpersonal relationships.

Examination: Examined within the institution.

Introduction to Technopreneurship

Credits: 8 (80 notional hours)

CESM Code: 040599

Syllabus: The purpose of General Education is to ensure that our graduates are not only skilled professionals in their chosen area of study but also broadly educated and well-rounded local and global citizens. Toward this greater purpose, this module will introduce students to the concept and language of technopreneurship.

Students will be exposed to the excitement of potentially starting their own technically related businesses, and will be able to explain the difference between small business and entrepreneurship. The current SA need for SMMEs, and the related supporting organisations will be introduced. The module scope is designed to provide breadth rather than depth. Students would be advised to seek the depth necessary for the success of their potential small businesses in subsequent modules.

Examination: Examined within the institution.

Sustainable Earth Studies

Credits: 8 (80 notional hours)

CESM Code: 1312

Syllabus: The module provides a knowledge base to develop positive attitudes and actions that will benefit environmental sustainability on a range of levels. It stresses the importance of biodiversity as the foundation of human wellbeing and demonstrates the relevance of local biodiversity and healthy functioning ecosystems to young people living and studying in KwaZulu-Natal today. This module describes planet earth as a complex biosphere made up of living and non-living components, each wholly dependent and inextricably linked to each other.

Examination: Examined within the institution.

Values in the Workplace

Credits: 8 (80 notional hours)

CESM Code: 040804

Syllabus: The purpose of this module is as follows:

- To heighten student's awareness of their personal beliefs, values, and attitudes regarding culture, race, ethnic and other identity statuses and how it intersects with values for the workplace.
- To enable students to become knowledgeable about values, gender, sexual orientation, socioeconomic status, and disability within society and resultantly within the context of values in the workplace.
- To enable students to be familiar with methods to develop effective values, ethics and leadership in the workplace, thereby developing a level of social responsibility.

Examination: Examined within the institution.

World of Work

Credits: 8 (80 notional hours)

CESM Code: 0408 & 0403

Syllabus: The purpose of General Education is to ensure that our graduates are not only skilled professionals in their chosen area of study but also broadly educated and well-rounded local and global citizens. Toward this greater purpose, this module is designed to introduce and develop nontechnical working related competencies and values within students in order to facilitate easier adapting to the workplace in Work Integrated Learning (WIL) placements, and/or their future careers.

Examination: Examined within the institution.

FACULTY GENERAL EDUCATION MODULES

English for the Arts

Credits: 12 (120notional hours)

CESM Code: To be confirmed

Syllabus: Development and improvement of English language literacy and proficiency skills, particularly writing, reading and oral communication skills.

Examination: Examined within the faculty.

Critical Thinking for the Arts

Credits: 12 (120notional hours)

CESM Code: 170199

Syllabus: The purpose of this Module is to develop and improve critical thinking (CT) skills. It is specifically designed to introduce students to the theory and application of critical thinking in an arts-based context. Through exposure to various scenarios (practical exercises; case studies; presentations and group discussions) this module will allow students to practice recognizing and evaluating facts, ideas, opinions and arguments. Thus, developing creative thinking and innovative decision making.

Examination: Examined within the faculty.

Introduction to Gender Studies

Credits: 8 (80 notional hours)

CESM: Human Sciences – Gender Studies

Syllabus: This module is intended to be an integrated introduction to work on gender across several academic fields and disciplines. The module covers broad introductory elements of gender theory and analysis, with both an international and local flavour. Student's personal views and experiences will be valued as the module encourages dialogue in the lectures. The module encourages diversity of opinion and honest debate. The module also aims to challenge the stereotyped, often unquestioned, views many of us hold about gender roles and values in our personal lives. Moreover it seeks to advance equity and equality in society, in accordance with human rights provisions of the South African Constitution and other local, regional and international commitments.

Examination: Examined within the institution.

Media and Visual Literacy

Credits: 12 (120notional hours)

CESM Code: 050102

Syllabus: The module offers learners elementary skills to analyse and deconstruct media messages, media advocacy and use the media ethically and responsibly. This module intends to equip undergraduate students with the skills to use and critically analyze the media and images by means of decoding messages.

Examination: Examined within the faculty.

Social Responsibility and Sustainable Community Development

Credits: 12 (120notional hours)

CESM Code: 100505

Syllabus: This module is an elective offered as part of the General Education Curriculum in the Faculty of Art and Design at DUT and is intended to provide the student with both theoretical as well as practical insights on what it means to be a socially responsible citizen and actively contribute towards sustainable community development initiatives for both the local and global context.

Examination: Examined within the faculty.

INTERIOR DESIGN MODULES

Human Environment Needs I01

Credits: 12 (120 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to introduce the student to various human factors and how this relates to the built environment through critical thinking problem identification and associated problem solving.

Examination: Examined within the department, moderated internally.

Interior Construction, Codes & Regulations I01

Credits: 16 (160 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to introduce the student to interior construction principles through specification and documentation thereof, in order to apply legislation ensuring safety in all designed environments.

Examination: Examined within the department, moderated internally.

Interior Design I01

Credits: 36 (360 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to introduce the student to creating spaces which combine user needs with design theory thereby meeting project requirements through design thinking, design implementation and problem solving.

Examination: Examined within the department, moderated internally.

Interior Design Communication I01

Credits: 16 (160 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to introduce the student to oral, written and visual communication principles which will ensure the client / designer relationship is well managed as well as aiding in the administrating and management of a potential project.

Examination: Examined within the department, moderated internally.

Products and Materials I01

Credits: 16 (160 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to introduce the student to appropriate product and material selection and specification which will ensure that their designed environments comply with building standards, safety, accessibility, human needs, energy efficiency and sustainability.

Examination: Examined within the department, moderated internally.

Human Environment Needs 201

Credits: 12 (120 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to explore the concept of the user in relation to the context, with specific reference to various economic and environmental factors.

Examination: Examined within the department, moderated internally.

Interior Construction, Codes & Regulations 201

Credits: 16 (160 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to deepen the knowledge of interior construction principles through specification and documentation thereof, in order to apply legislation ensuring safety in all designed environments.

Examination: Examined within the department, moderated internally.

Interior Design 201

Credits: 20 (200 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to further reinforce the understanding of creating spaces which combine user needs with design theory thereby meeting project requirements through design thinking, design implementation and problem solving.

Examination: Examined within the department, moderated internally.

Interior Design 202

Credits: 20 (200 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to further strengthen the relationship between conceptualising interior environments with user needs through critical analysis of design theory through a process of design thinking, design implementation and critical problem solving.

Examination: Examined within the department, moderated internally.

Interior Design Communication 201

Credits: 16 (160 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to further reinforce oral, written and visual communication principles which will ensure the client / designer relationship is well managed as well as aiding in the administrating and management of a potential project.

Examination: Examined within the department, moderated internally.

Products and Materials 201

Credits: 16 (160 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to develop a working knowledge and basic understanding of appropriate product and material selection and specification which will ensure that designed environments comply with building standards, safety, accessibility, human needs, energy efficiency and sustainability.

Examination: Examined within the department, moderated internally.

Human Environment Needs 301

Credits: 12 (120 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to develop an understanding of the research process by engaging with global and social factors with specific reference to human behaviour design theories and psychological factors.

Examination: Examined within the department, externally moderated.

Interior Design 301

Credits: 16 (160 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to deepen the understanding and application of creating interior spaces in the built environment which combine user needs with design theory thereby meeting project requirements through complex problem identification, design thinking and design implementation.

Examination: Examined within the department, externally moderated.

Interior Design 302

Credits: 36 (360 notional hours)

CESM Code: 030206

Syllabus: This module acts as a capstone module for the programme and represents the culmination of accumulative skills deemed necessary for interior design profession, including complex problem identification, design thinking and application of design theory to design projects using innovative and feasible methods.

Examination: Examined within the department, externally moderated.

Products and Materials 301

Credits: 12 (120 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to develop an advanced working knowledge and comprehensive understanding of appropriate product and material selection and specification which will ensure that designed environments comply with building standards, safety, accessibility, human needs, energy efficiency and sustainability.

Examination: Examined within the department, externally moderated.

Professional Practice for Interior Design 101

Credits: 12 (120 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to introduce the student to professional practice within the context of interior design ensuring contract administration, budgeting, accounting and project management are handled within the public's best interest.

Examination: Examined within the department, externally moderated.

Professional Practice for Interior Design 102

Credits: 12 (120 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to deepen the understanding and application of professional practice within the context of interior design ensuring contract administration, budgeting, accounting and project management are handled within the public's best interest.

Examination: Examined within the department, externally moderated.

ADVANCED DIPLOMA IN INTERIOR DESIGN (PHASE IN)

COURSE CODE: ADIND I

Duration: Minimum 1 year, maximum 2 years

Credits: 120 (1200 notional hours)

Pre-requisite qualification: Diploma or equivalent (NQF6)

Advanced Interior Construction Codes and Regulations

Credits: 40 (400 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to deepen the knowledge of advanced building construction systems through specification and documentation in order to apply legislation ensuring safety, accessibility, energy efficiency and sustainability in all interior environments.

Examination: Examined within the department, externally moderated.

Advanced Professional Practice for Interior Design

Credits: 20 (200 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to deepen the understanding and application of professional practice within the context of interior design ensuring contract documentation, ethical practices and local legislations are considered in applied design projects.

Examination: Examined within the department, externally moderated.

Interior Design 401

Credits: 20 (200 notional hours)

CESM Code: 030206

Syllabus: This module integrates theory into practice by combining research and complex problem identification with design thinking, requiring students to apply research within a given topic to creative design solutions using innovative and appropriate methods.

Examination: Examined within the department, externally moderated.

Interior Design Research Practices

Credits: 20 (200 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to develop an understanding of the research process by engaging with social, economic, environmental and ethical issues with specific reference to human behaviour design theories and psychological factors.

Examination: Examined within the department, externally moderated.

Products and Materials 402

Credits: 20 (200 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to develop an advanced working knowledge and comprehensive understanding of appropriate product and material selection and specification which will ensure that interior environments comply with building standards, safety, accessibility, user needs, energy efficiency and sustainability in innovative ways.

Examination: Examined within the department, externally moderated.

POSTGRADUATE DIPLOMA IN INTERIOR DESIGN (PHASE-IN)

Research Methodologies

Credits: 12 (120 notional hours)

CESM Code: 070502

Syllabus: The purpose of this module is to cultivate an understanding of research methodologies, theories and paradigms relevant to the applied arts, with specific emphasis on research methods within the built environment.

Interior Design Research Project

Credits: 12 (120 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to develop knowledge of the research process by identifying, analysing and synthesising a social, economic, environmental or ethical research problem with specific reference to human behaviour and psychological factors within the built environment.

Interior Design 501

Credits: 36 (360 notional hours)

CESM Code: 030206

Syllabus: This module integrates theory into practice by combining research and complex problem identification with design thinking, requiring students to apply their own research findings to conceptualise design solutions using innovative and appropriate methods.

Advanced Interior Construction Codes and Regulations 502

Credits: 12 (120 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to extend the knowledge of advanced building construction systems through specification and documentation in order to adhere to national legislation regarding safety, accessibility, energy efficiency and sustainability in all interior environments.

Products and Materials 502

Credits: 12 (120 notional hours)

CESM Code: 030206

Syllabus: The purpose of this module is to develop a knowledge of product and material selection and specification which will ensure that interior environments comply with building standards, safety, accessibility, user needs, energy efficiency and sustainability in innovative ways.

Interior Design 502

Credits: 36 (360 notional hours)

CESM Code: 030206

Syllabus: This module integrates theory into practice by combining research and complex problem solving with design thinking, requiring students to apply their own research findings to develop final, feasible design solutions using innovative and appropriate methods.

NATIONAL DIPLOMA: INTERIOR DESIGN (PHASE OUT)

First Year/Extended Programme 2nd Year

6.1.1 DESIGN STUDIES I

Notional Hours/year: 360

Duration: 27 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.

6.1.2 DESIGN TECHNOLOGY I

Notional Hours/year: 360

Duration: 27 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)

6.1.3 DRAWING FOR DESIGN I

Notional Hours/year: 240

Duration: 27 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.

6.1.4 HISTORY OF ART & DESIGN I

Notional Hours/year: 120

Duration: 27 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

6.1.5 PROFESSIONAL DESIGN PRACTICE I

Notional Hours/year: 120

Duration: 27 weeks

Examination: 3-hour Theory paper

1. The Economic Environment
2. The Business Environment
The design process/Tax, Marketing & Selling, record keeping and credit control.
3. Alternative Business Forms
Sole proprietor, partnership, close corporation and company
4. Business plan
5. Design Protection
Copyright, trademarks, design registration etc.

6.2. NATIONAL DIPLOMA: INTERIOR DESIGN Second Year/Extended Programme 3rd Year

6.2.1 PROFESSIONAL DESIGN PRACTICE II

Notional Hours/year: 120

Duration: 27 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

6.2.2 DESIGN THEORY II

Notional Hours/year: 120

Duration: 27 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.

6.2.3 DESIGN TECHNOLOGY II

Notional Hours/year: 360

Duration: 27 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.

6.2.4 PRESENTATION METHODS II

Notional Hours/year: 360

Duration: 27 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

6.2.5 INTERIOR DESIGN II:

Notional Hours/year: 240

Duration: 27 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.

6.3. NATIONAL DIPLOMA: INTERIOR DESIGN **Third Year/Extended 4th Year**

6.3.1 PROFESSIONAL DESIGN PRACTICE III

Notional Hours/year: 120

Duration: 27 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

6.3.2 DESIGN TECHNOLOGY III

Notional Hours/year: 300

Duration: 27 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

6.3.3 DESIGN THEORY III

Notional Hours/year: 120

Duration: 27 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.

6.3.4 PRESENTATION METHODS III

Tuition hours per week: 8 hours per week

Duration: 27 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

6.3.5. INTERIOR DESIGN III (Major)

Notional Hours/year: 300

Duration: 27 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

6.3.6 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

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).

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

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

DIPLOMA IN INTERIOR DESIGN (PHASE IN)

Name of subject	Subject Code	Study Period	NQF Level	Module Credits	C/E*	Pre-Req.	Co-Req	Stream	Exam**
Study Period 1: Semester 1									
Interior Design Communication 101	IDCO101	1	5	16	C	Nil	Nil		No
Interior Construction, Codes & Regulations 101	ICCR101	1	5	16	C	Nil	Nil		No
Cornerstone 101	CSTN101	1	5	12	C	Nil	Nil		No
Introduction to Technopreneurship	ITCH101	1	5	8	E	Nil	Nil		No
Values in the Workplace	VWKP101	1	5	8	E	Nil	Nil		No
Interpersonal Communication & Self	ICMS101	1	5	8	E	Nil	Nil		No
English for the Arts	EGLA101	1	5	12	C	Nil	Nil		No
Study Period 1: Semester 2									
Products and Materials 101	PAMA101	1	5	16	C	Nil	Nil		No
Interior Design 101	INDE101	1	6	36	C	Nil	Nil		No
Human Environment Needs 101	HUEN101	1	6	12	C	Nil	Nil		No
Study Period 2: Semester 1									
Interior Design Communication 201	IDCO201	2	6	16	C	Interior Design Communication 101; Interior Construction, Codes & Regulations 101; Products and Materials 101; Interior Design 101; Human Environment Needs 101	Nil		No
Media and Visual Literacy	MVLT101	2	5	12	E	Nil	Nil		No
Critical Thinking	CRTH101	2	5	12	E	Nil	Nil		No
Social Responsibility and Sustainable Community Development	SRSC101	2	5	12	E	Nil	Nil		No
Interior Design 201	INDE201	2	6	20	C	Interior Design Communication 101; Interior Construction, Codes & Regulations 101; Products and Materials 101; Interior Design 101; Human Environment Needs 101	Nil		No
Human Environment Needs 201	HUEN201	2	6	12	C	Interior Design Communication 101; Interior Construction, Codes & Regulations 101; Products and Materials 101; Interior Design 101;	Nil		No

						Human Environment Needs 101			
Study Period 2: Semester 2									
Interior Construction, Codes & Regulations 201	ICCR201	2	6	16	C	Interior Design Communication 101; Interior Construction, Codes & Regulations 101; Products and Materials 101; Interior Design 101; Human Environment Needs 101	Nil		No
Products and Materials 201	PAMA201	2	6	16	C	Interior Design Communication 101; Interior Construction, Codes & Regulations 101; Products and Materials 101; Interior Design 101; Human Environment Needs 101	Nil		No
Interior Design 202	INDE202	2	6	20	C	Interior Design 201	Nil		No
Information and Communication Literacy and Skills	ICTL101	2	5	8	E	Nil	Nil		No
Sustainable Earth Studies	SERS101	2	5	8	E	Nil	Nil		No
World of Work	WWRK101	2	5	8	E	Nil	Nil		No
Study Period 3: Semester 1									
Human Environment Needs 301	HUEN301	3	6	12	C	Interior Design 202; Products and Materials 201; Interior Construction, Codes & Regulations 201; Human Environment Needs 201; Interior Design Communication 201			No
Professional Practice for Interior Design 101	PPID101	3	6	12	C	Interior Design 202; Products and Materials 201; Interior Construction, Codes & Regulations 201; Human Environment Needs 201; Interior Design Communication 201	Nil		No
Equality and Diversity	EQDV101	3	6	8	E	Nil	Nil		No
Gender Studies	GNST101	3	6	8	E	Nil	Nil		No
Community Engagement	CMEP101	3	6	8	E	Nil	Nil		No
Products and Materials 301	PAMA301	3	6	12	C	Interior Design 202; Products and Materials 201; Interior Construction, Codes & Regulations 201; Human Environment Needs 201;	Nil		No

						Interior Design Communication 201			
Interior Design 301	INDE301	3	6	16	C	Interior Design 202; Products and Materials 201; Interior Construction, Codes & Regulations 201; Human Environment Needs 201; Interior Design Communication 201	Nil		No
Study Period 3: Semester 2									
Professional Practice for Interior Design 102	PPID102	3	6	12	C	Professional Practice for Interior Design 101	Nil		No
Interior Design 302	INDE302	3	7	36	C	Interior Design 301	Nil		No
Media and Visual Literacy	MVLT101	3	5	12	E	Nil	Nil		No
Critical Thinking	CRTH101	3	5	12	E	Nil	Nil		No
Social Responsibility and Sustainable Community Development	SRSC101	3	5	12	E	Nil	Nil		No

* C = Compulsory; E = Elective

ADVANCED DIPLOMA IN INTERIOR DESIGN (PHASE IN)

Name of Module	Module Code	Study Period	NQF Level	Module Credits	C/E*	Pre-Req.	Co-Req	Exam**
Study Period 1: Semester 1								
Interior Design Research Practices	INRP401	I	7	20	C	Nil	Nil	No
Interior Design 401	INDE401	I	7	20	C	Nil	Nil	No
Advanced Professional Practice for Interior Design	APLD401	I	7	20	C	Nil	Nil	No
Study Period 1: Semester 2								
Advanced Interior Construction Codes and Regulations	AICC401	I	7	40	C	Nil	Nil	No
Products and Materials 402	PMAT401	I	7	20	C	Nil	Nil	No

* C = Compulsory; E = Elective

POSTGRADUATE DIPLOMA IN INTERIOR DESIGN (PHASE IN)

Name of Module	Module Code	Study Period	NQF Level	Module Credits	C/E*	Pre-Req.	Co-Req	Exam**
Study Period 1: Semester 1								
Research Methodologies	TBC	I	8	12	C	Nil	Nil	No
Interior Design Research Project	TBC	I	8	12	C	Nil	Nil	No
Interior Design 501	TBC	I	8	36	C	Nil	Nil	No
Study Period 1: Semester 2								
Advanced Interior Construction Codes and Regulations 502	TBC	I	8	12	C	Nil	Nil	No
Products and Materials 502	TBC	I	8	12	C	Nil	Nil	No
Interior Design 502	TBC	I	8	36	C			

* C = Compulsory; E = Elective

NATIONAL DIPLOMA IN INTERIOR DESIGN (PHASE OUT)

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

* C = Compulsory; E = Elective

MASTER OF APPLIED ARTS IN INTERIOR DESIGN

RPJ1511/ RPJ1521/ RPJ1531	Research Project & Dissertation First Registration	C	Year	Research and Dissertation	9	Honours or Postgraduate Diploma (NQF8)
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* C = Compulsory; E = Elective

PHOTOGRAPHY PROGRAMME

RULES FOR QUALIFICATIONS

I. BACHELOR OF APPLIED ARTS IN COMMERCIAL PHOTOGRAPHY RULES (PHASE IN)

I.1 MINIMUM ADMISSION REQUIREMENTS

The General Rules applicable for admission into a Bachelor's Degree studies will apply as per Rule G7(1) and G7(2)(b)(ii), Rule G3 and Rule G23B (1).

I.2 DURATION OF PROGRAMME

3 years fulltime. Refer to DUT Rule G23B (2) and (3).

I.3 PROMOTION TO A HIGHER LEVEL/PROGRESSION RULES

Refer to DUT Rule G16.

I.4 EXCLUSION RULES

Refer to DUT Rule G17.

I.5 ASSESSMENT RULES

As indicated in the Programme Structure, some modules will be assessed by means of continuous assessments. Final module marks will be calculated as a weighted average of all assessments for that module. Any resubmission and/or reassessment will be capped at the 50% pass mark.

2. NATIONAL DIPLOMA IN PHOTOGRAPHY (PHASE OUT) PROGRAMME CODE:

2.1. EXAMINATION

Assessment of Work Submitted During the Year

2.1.1 Year marks for the three years Instructional Programme shall be determined in accordance with the rules for each instructional programme.

2.1.2 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.

2.1.3 A minimum of 25 photographic assignments will generate a Year Mark out of 40 for Applied Photography I, II, and III.

2.1.4 The Basic Design Module of Visual Communication I will be examined by continuous evaluation (100% Year Mark).

- 2.1.5 The final mark for Basic Design for Photography will be the average of all assignments set during the year.
- 2.1.6 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).
- 2.2. Syllabus
The syllabus for each subject is detailed later in this handbook.
- 2.3. Instructional Programme
 - 2.3.1 Duration of Instructional Programme

First year (NDPI)	35 weeks
Second year (NDPII)	35 weeks
Third year (NDPIII)	35 weeks
 - 2.3.2 Theory Lecture Hours Per Week

First year (NDPI)	8 hours
Second year (NDPII)	8 hours
Third year (NDPIII)	8 hours
 - 2.3.3 Practical Workroom Hours Per Week

First year (NDPI)	24 hours
Second year (NDPII)	24 hours
Third year (NDPIII)	24 hours

3. MASTER OF APPLIED ARTS IN PHOTOGRAPHY

Intensive research based dissertation or partial dissertation with an exhibition of practical work.

- 3.1 In addition to the provision of the General Rules for admission to the MA Degree a student must appear personally before a selection panel consisting of the Head of Department/Programme Coordinator and staff of the Photography Programme.

PROGRAMME INFORMATION

4.1 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.

4.2 COMPLETION OF YEAR WORK

- 4.2.1 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.
- 4.2.2 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.
- 4.2.3 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.
- 4.2.4 Condonements.
As in accordance with General Rule G15 with the addition that condoning of absence from tests and assignments will only be made when written proof of illness is provided.
Maximum condoning in any one theory subject number two (2) per year. There is no condoning for practical subjects.

4.3 EXAMINATIONS

- 4.3.1 As per G16 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.
- 4.3.2 The final mark will comprise:
- | | |
|--------------------|---|
| Theory subjects | 40% year mark
60% examination mark |
| Practical subjects | 40% year mark
60% portfolio presentation |
- 4.3.3 At the Extended Level:
The non-FTE Foundation subjects will be assessed as 100% Course Mark including portfolio.
English I: This will be assessed using continuous assessment.

4.3.4 PORTFOLIO REQUIREMENTS

As per Rule G16 requirements for portfolios are stipulated in the syllabus for each subject (1st, 2nd and 3rd year), with the following additions:

- 4.3.4.1 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.

- 4.3.4.2 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.
 - 4.3.4.3 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.
 - 4.3.4.4 The report for Visual Communication III, will be marked out of 60 as the examination mark.
 - 4.3.4.5 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.

4.3.5. SUPPLEMENTARY EXAMINATIONS

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

4.3.6. RE-WRITES

- 4.3.6.1. Notwithstanding Rule G15, where a student fails a subject which he registered for after 1 January 1990 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.
- 4.3.6.2. Re-writes are not permitted in the case of practical subjects which are examined by portfolio assessment.

4.4. PASS REQUIREMENTS

- 4.4.1 In accordance with G19 except that a sub-minimum of 40% shall apply to all written examinations, practical examinations, portfolio presentations and year marks.
- 4.4.2 Any student on Year One of the Extended 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. In order to be permitted into Year Two of the Extended Programme, students will be required to pass all subjects undertaken in Year One of the Extended Programme.
- 4.4.3. In addition to Rule G19 (General Handbook) students are required to obtain a minimum of 50% in:
 - 4.4.3.1 Eleven of the fourteen categories in the Portfolio of Photographs for the Practical Photography Module of Applied Photography I and Applied II.
 - 4.4.3.2 Five of the six mini portfolio categories for Practical

Photography Module of Applied Photography III.

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

4.4.4 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.

4.5 PERIOD FOR COMPLETION OF QUALIFICATIONS (Replaces G23)

Students in the Faculty of Arts and Design who fail to obtain a qualification within twice the minimum time will not be eligible for re-registration without the permission of the Faculty Board.

4.6 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 or programme co-ordinator.

4.7 CONDUCT OF STUDENTS IN COMPUTER LABORATORY, STUDIOS AND DARKROOMS

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

4.8 USE OF STUDENT WORK

- 4.8.1 The 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.
- 4.8.2 Compensation to students for photographs/images produced in the course of a commission from a third party through the Photography programme will be by negotiation between the student and the department.
- 4.8.3 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.

SYLLABI

BACHELOR OF APPLIED ARTS IN COMMERCIAL PHOTOGRAPHY

COURSE CODE: BACPHI

Duration: Minimum 3 years maximum 5 years

Credits: 368, 136/112/120 (1360/1120/1200 notional hours/year)

Pre-requisite qualification: NSC with Bachelor's pass

INSTITUTIONAL GENERAL EDUCATION MODULES

Cornerstone

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.

Community Engagement Project

Credits: 8 (80 notional hours)

CESM Code: 190102

Syllabus: To cultivate social responsibility by engaging students in the planning, implementation and evaluation of a community engagement project.

Equality and Diversity

Credits: 8 (80 notional hours)

CESM Code: 2099

Syllabus: The purpose of this module is to enable students to appreciate diversity in self, others and society, and to participate in the development of equality and mutual respect in their communities.

Examination: Examined within the institution.

Information and Communication Technology Literacy and Skills

Credits: 8 (80 notional hours)

CESM Code: 060103

Syllabus: The purpose of this module is to equip its students with the skills and knowledge needed for an effective and innovative use of Information and Communication Technologies in their academic, professional, and personal activities.

Examination: Examined within the institution.

Interpersonal Communication and Self

Credits: 8 (80 notional hours)

CESM Code: 0599

Syllabus: To prepare students to understand the role of self and others in the communication process and use their understanding to communicate more effectively and develop interpersonal relationships.

Examination: Examined within the institution.

Introduction to Technopreneurship

Credits: 8 (80 notional hours)

CESM Code: 040599

Syllabus: The purpose of General Education is to ensure that our graduates are not only skilled professionals in their chosen area of study but also broadly educated and well-rounded local and global citizens. Toward this greater purpose, this module will introduce students to the concept and language of technopreneurship.

Students will be exposed to the excitement of potentially starting their own technically related businesses, and will be able to explain the difference between small business and entrepreneurship. The current SA need for SMMEs, and the related supporting organisations will be introduced. The module scope is designed to provide breadth rather than depth. Students would be advised to seek the depth necessary for the success of their potential small businesses in subsequent modules.

Examination: Examined within the institution.

Values in the Workplace

Credits: 8 (80 notional hours)

CESM Code: 040804

Syllabus: The purpose of this module is as follows:

- To heighten student's awareness of their personal beliefs, values, and attitudes regarding culture, race, ethnic and other identity statuses and how it intersects with values for the workplace.
- To enable students to become knowledgeable about values, gender, sexual orientation, socioeconomic status, and disability within society and resultantly within the context of values in the workplace.
- To enable students to be familiar with methods to develop effective values, ethics and leadership in the workplace, thereby developing a level of social responsibility.

Examination: Examined within the institution.

The Global Environment

Credits: 8 (80 notional hours)

CESM Code: 040407

Syllabus: The purpose of this module is to enable students to critically engage with social, economic and personal impacts on the local and global environment.

Examination: Examined within the institution, internally moderated.

The Entrepreneurial Edge

Credits: 8 (80 notional hours)

CESM Code: 040501

Syllabus: To excite learners to the challenges of entrepreneurship and to provide the necessary knowledge and skills to start and successfully manage an own business

Examination: Examined within the institution, internally moderated.

FACULTY GENERAL EDUCATION MODULES

English for the Arts

Credits: 12 (120notional hours)

CESM Code: To be confirmed

Syllabus: Development and improvement of English language literacy and proficiency skills, particularly writing, reading and oral communication skills.

Examination: Examined within the faculty, internally moderated.

Critical Thinking for the Arts

Credits: 12 (120notional hours)

CESM Code: 170199

Syllabus: The purpose of this Module is to develop and improve critical thinking (CT) skills. It is specifically designed to introduce students to the theory and application of critical thinking in an arts-based context. Through exposure to various scenarios (practical exercises; case studies; presentations and group discussions) this module will allow students to practice recognizing and evaluating facts, ideas, opinions and arguments. Thus, developing creative thinking and innovative decision making.

Examination: Examined within the faculty, internally moderated.

Introduction to Gender Studies

Credits: 8 (80 notional hours)

CESM: Human Sciences – Gender Studies

Syllabus: This module is intended to be an integrated introduction to work on gender across several academic fields and disciplines. The module covers broad introductory elements of gender theory and analysis, with both an international and local flavour. Student's personal views and experiences will be valued as the module encourages dialogue in the lectures. The module encourages diversity of opinion and honest debate. The module also aims to challenge the stereotyped, often unquestioned, views many of us hold about gender roles and values in our personal lives. Moreover it seeks to advance equity and equality in society, in accordance with human rights provisions of the South African Constitution and other local, regional and international commitments.

Examination: Examined within the institution, internally moderated.

Media and Visual Literacy

Credits: 12 (120notional hours)

CESM Code: 050102

Syllabus: The module offers learners elementary skills to analyse and deconstruct media messages, media advocacy and use the media ethically and responsibly. This module intends to equip undergraduate students with the skills to use and critically analyze the media and images by means of decoding messages.

Examination: Examined within the faculty, internally moderated.

Social Responsibility and Sustainable Community Development

Credits: 12 (120notional hours)

CESM Code: 100505

Syllabus: This module is an elective offered as part of the General Education Curriculum in the Faculty of Art and Design at DUT and is intended to provide the student with both theoretical as well as practical insights on what it means to be a socially responsible citizen and actively contribute towards sustainable community development initiatives for both the local and global context.

Examination: Examined within the faculty, internally moderated.

PHOTOGRAPHY MODULES

Applied Photographic Techniques IA

Credits: 16 (160 notional hours)

CESM Code: 030402

Syllabus: This module will introduce students to a range of technical and critical skills and develop their ability to work proficiently as photographic artists. They will learn to see with a photographic eye and acquire appropriate skills to follow the path of a commercial photographer at a basic level of competency in location photography.

The students will investigate and be able to apply basic solutions to various practical assignments. This will enable them to reflect on their own and fellow students work during a series of cyclical critiques. This module will include the practical use of pinhole, 35mm mechanical and digital single lens reflex cameras.

Examination: Examined within the department, internally moderated.

Applied Photographic Techniques IB

Credits: 16 (160 notional hours)

CESM Code: 030402

Syllabus: This module will expand on the lessons learnt from the first semester and will continue to provide an in-depth grounding in both technical and critical skills to follow a career as a professional photographic artist at a basic level of competency in studio based projects.

The students will investigate, analyse and recommend solutions to various practical studio assignments and be able to critically reflect on their own and fellow students work during a series of cyclical critiques and assessments.

This module will continue with tuition in the use of 35mm mechanical and digital cameras.

Examination: Examined within the department, internally moderated.

History of Photography IA

Credits: 16 (160 notional hours)

CESM Code: 030402

Syllabus: This module introduces the student to a range of historical and current practices on various techniques and styles in photography, within a social, cultural, political and global context. Students will be trained, to apply knowledge and articulate ideas and thoughts in other photography modules at a basic level of competency.

Examination: Examined within the department, internally moderated.

History of Photography IB

Credits: 16 (160 notional hours)

CESM Code: 030402

Syllabus: This module will expand on the lessons learnt from the first semester and will continue to provide an in-depth grounding to a range of historical and current practices on various techniques and styles in photography, within a social, cultural, political and global context.

Examination: Examined within the department, internally moderated.

Research Methods IA

Credits: 16 (160 notional hours)

CESM Code: 030402

Syllabus: This module will familiarise students with the principles of research that will enable the students to systematically collect data, initiate structure, make use of libraries and enter into discussions with other media practitioners.

Students will be guided in applying a prescribed referencing style, apply key terms, recognise copyright laws, present data and collate the information in a structured academic argument. The latter becomes useful in successive years of studies and other related modules. Subject content will revolve around a variety of art, photography and design based material.

Examination: Examined within the department, internally moderated.

Research Methods IB

Credits: 16 (160 notional hours)

CESM Code: 030402

Syllabus: This module will expand from the previous semester and enable students to explain the various aspects of key theorists such as Gestalt, Gassan, Fibonacci and key terms. Skills will be developed in information gathering, presentation, analyse and synthesize information in oral or written form. The study will encourage discussion and debate on multidisciplinary skills required across all photography subjects.

Examination: Examined within the department, internally moderated.

Applied Photographic Techniques IIA

Credits: 20 (200 notional hours)

CESM Code: 030402

Syllabus: This module is designed to ensure that students are able build on their learning experiences from the first year modules and to develop themselves as photographic artists. They will learn to see with a photographic eye and acquire appropriate skills to follow the path of a commercial photographer at an intermediate level of competency.

The students will be given industry based briefings which requires students to investigate, analyse and recommend solutions to various practical assignments and be able to critically reflect on their own and fellow students work during a series of cyclical critiques and assessments.

This module will introduce the students in the use of 6x7cm analogue cameras and expand on their use of digital cameras.

Examination: Examined within the department, internally moderated.

Applied Photographic Techniques IIB

Credits: 16 (160 notional hours)

CESM Code: 030402

Syllabus: This module will expand on the skills learnt from the first semester and will continue to build on students learning experiences from the previous modules as photographic artists.

They will learn to see with a photographic eye and acquire skills to follow the path of a commercial photographer at an intermediate level of competency.

Tuition will include industry based briefings which requires students to investigate, analyse and recommend solutions to various practical assignments and be able to critically reflect on their own and fellow students work during a series of cyclical critiques and assessments. This module will introduce the students in the use of large format (10x12 cm) mechanical and medium format digital cameras.

Examination: Examined within the department, internally moderated.

History of Photography IIA

Credits: 16 (160 notional hours)

CESM Code: 030402

Syllabus: This module will expand on skills learnt from the first year and is designed to enhance students development as a professional artist. The delivery of historical content/issues and technological developments will help to develop the students practice-based projects and articulate ideas that are relevant in other photography modules at an intermediate level of competency.

Examination: Examined within the department, internally moderated.

History of Photography IIB

Credits: 16 (160 notional hours)

CESM Code: 030402

Syllabus: This module will expand on skills learnt from the first semester and is designed to enhance students development as a professional artist. The delivery of historical content/issues/technological developments will help to develop the students practice-based projects and articulate ideas that are relevant in other photography modules at an intermediate level of competency.

The exploration into artistic movements and scientific discoveries will improve their photographic technique by effectively understanding the use of photographic software tools as many of the original concepts are applicable to digital photography.

Examination: Examined within the department, internally moderated.

Photographic Theory IA

Credits: 16 (160 notional hours)

CESM Code: 030402

Syllabus: This module provides tuition through a series of lectures that cover photographic techniques, creative practices and relevant conventional photography theoretical content. This will ensure that the students have an in-depth understanding of applying theory into practice at an intermediate level of competency.

Examination: Examined within the department, internally moderated.

Photographic Theory IB

Credits: 16 (160 notional hours)

CESM Code: 030402

Syllabus: This module will expand on skills learnt from the previous semester and is designed to enhance students development as photographic artists. Tuition will be provided through a series of lectures that cover photographic techniques, creative practices and relevant digital theoretical content.

Examination: Examined within the department, internally moderated.

Applied Photographic Techniques IIIA

Credits: 20 (200 notional hours)

CESM Code: 030402

Syllabus: This module is designed to create advanced level photographic work, based on the students' ability to expand on their learning experiences from their first and second year modules. Students will compile a portfolio of photographic work as a personal project based for a South African commercial market.

This practice based module will require the students to present their work in an exhibition context using either mechanical or digital photographic equipment.

Examination: Examined within the department, externally moderated.

Applied Photographic Techniques IIIB

Credits: 16 (160 notional hours)

CESM Code: 030402

Syllabus: This module will expand on skills learnt from the previous module and is designed to create advanced level photographic work. Students will compile a portfolio of photographic work as a personal project based for a global market.

This practice based module will require the students to present their work in an exhibition context using either mechanical or digital photographic equipment.

Examination: Examined within the department, externally moderated.

Photographic Theory IIA

Credits: 16 (160 notional hours)

CESM Code: 030402

Syllabus: This module will expand on skills learnt from the second year and is designed to enhance students development as a professional artist. The delivery of photographic creative practices and relevant conventional theoretical content will ensure that the students are able to apply theory into practice at an advanced level of competency.

Examination: Examined within the department, externally moderated.

Photographic Theory IIB

Credits: 16 (160 notional hours)

CESM Code: 030402

Syllabus: This module will expand on skills learnt from the first semester and is designed to enhance students development as photographic artists. The delivery of photographic creative practices and relevant digital theoretical content will ensure that the students are able to apply theory into practice at an advanced level of competency.

Examination: Examined within the department, externally moderated.

Visual Communication IA

Credits: 16 (160 notional hours)

CESM Code: 030402

Syllabus: The module requires skills to enhance their written and practical competencies for development as a professional artist. This module will support the practical body of work submitted for Applied Photographic Techniques IIIA. Students will present a typed report which will help to inform their single personal project targeted for a South African market.

Examination: Examined within the department, externally moderated.

Visual Communication IB

Credits: 16 (160 notional hours)

CESM Code: 030402

Syllabus: The module requires skills to enhance their written and practical competencies for development as a professional artist. This module will support the practical body of work submitted for Applied Photographic Techniques IIIA. Students will present a typed report which will help to inform their single personal project targeted for a global market.

Examination: Examined within the department, externally moderated.

NATIONAL DIPLOMA IN PHOTOGRAPHY/ Year I (Phase Out)

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

I.1 THEORY OF PHOTOGRAPHY I (100 HOURS SUGGESTED)

- I.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.
- I.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.
- I.1.3 Studio and Darkroom Equipment
Studio layout, light sources, power, tripods and studio stands, backdrops. Darkroom layout, plumbing, power, ventilation, lighting and equipment.
- I.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.
- I.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.
- I.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.
- I.1.7 Exposure
Camera and enlarging exposure. Aperture, shutter and relationship with emulsion speed.
- I.1.8 Emulsion Performance and Zone System
Relationship of exposure and development.
- I.1.9 Heat and Temperature
Radiation, convection and conduction of heat. Heat isolation. Temperature, thermometers and scales.

I.2 VISUAL COMMUNICATIONS I (100 HOURS SUGGESTED)

- 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

I.3 PROFESSIONAL PRACTICE I (50 HOURS SUGGESTED)

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

I.4 APPLIED PHOTOGRAPHY I (750 HOURS)

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 (Phase Out)

2.1 THEORY OF PHOTOGRAPHY II (100 HOURS)

- 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, Short and 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 HOURS)

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 HOURS)

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

2.4.1 MULTIMEDIA I I (200 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 (Phase Out)

3.1 THEORY OF PHOTOGRAPHY III:

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.

3.2 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:

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:

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

Instructional Programme: N. Dip.: 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.

5. MASTER OF APPLIED ARTS IN PHOTOGRAPHY

RESEARCH OPTION OR mini dissertation and practical work for exhibition

PROGRAMME STRUCTURE

BACHELOR OF APPLIED ARTS IN COMMERCIAL PHOTOGRAPHY

Name of Module	Module Code	Study Period	NQF Level	Module Credits	C/E*	Pre-Req.	Co- Req	Exam**
Study Period 1: Semester 1								
Cornerstone 101	CSTN101	1	5	12	C	Nil	Nil	No
Information & Communication Technology Literacy & Skills	ICTL101	1	5	8	E	Nil	Nil	No
Interpersonal Communication & Self	ICMS101							
Introduction to Technopreneurship	ITCH101							
Values in the Workplace	VWKP101							
English for the Arts	EGLA101	1	5	12	C	Nil	Nil	No
Applied Photographic Techniques I A	APHA101	1	5	16	C	Nil	Nil	No
History of Photography I A	HPHA101	1	5	16	C	Nil	Nil	Yes
Practice Based Research Methods in Photography I A	RSMA101	1	5	16	C	Nil	Nil	Yes
Study Period 1: Semester 2								
Applied Photographic Techniques I B	APHB101	1	6	16	C	APHA101	Nil	No
Practice Based Research Methods in Photography I B	PRMB101	1	5	16	C	RSMA101	Nil	Yes
History of Photography I B	HPHB101	1	5	16	C	HPHA101	Nil	Yes
Study Period 2: Semester 1								
The Entrepreneurial Edge	TENE101	2	5	8	E	Nil	Nil	No
Global Environment	GENV101							
Media & Visual Literacy	MVLT101	2	5	12	C	Nil	Nil	No

Applied Photographic Techniques 2 A	APHA201	2	6	16	C	APHB101	Nil	No
History of Photography 2 A	HPHA201	2	6	16	C	HPHB101	Nil	Yes
Photographic Theory I A	PTHA101	2	6	16	C	Nil	Nil	Yes
Study Period 2: Semester 2								
Applied Photographic Techniques 2 B	APHB201	2	7	20	C	APHA201	Nil	No
Photographic Theory I B	PTHB101	2	6	16	C	PTHA101	Nil	Yes
History of Photography 2 B	HPHB201	2	6	16	C	HPHA201	Nil	Yes
Study Period 3: Semester 1								
Critical Thinking	CRTH101	2	5	12	E	Nil	Nil	No
Social Responsibility and Sustainable Community Development	SRSC101							
Community Engagement Project	CMEP101	2	5	8	E	Nil	Nil	No
Equality & Diversity	EQDV101							
Gender Studies	GNST101							
Applied Photographic Techniques III A	APHA301	3	7	20	C	APHB201	Nil	No
Photographic Theory II A	PTHA201	3	7	16	C	PTHB101	Nil	Yes
Visual Communication & Photographic Professional Practice I A	VCPA101	3	7	16	C	Nil	Nil	No
Study Period 3: Semester 2								
Applied Photographic Techniques III B	APHB301	3	7	16	C	APHA301	Nil	No
Photographic Theory II B	PTHB201	3	7	16	C	PTHA201	Nil	Yes
Visual Communication & Photographic Professional Practice I B	VCPB101	3	7	16	C	VCPA101	Nil	No

NATIONAL DIPLOMA: PHOTOGRAPHY (Extended Course)

Code	Subjects:	*C/O	Semester/ Year	Assessment Method	NQF Level	Pre-Req.
Year One (Extended)						
THPH113	Theory of Photography I (Year I)	C	Year	Written Examination	5	NSC
VCOM113	Visual Communication I (Year I)	C	Year		5	NSC
APHT112	Applied Photography I (Year I)	C	Year	Portfolio	5	NSC
PFPRI12	Professional Practice I (Year I)	C	Year	Written Examination	5	NSC
ENLS101	English I	C	Year	Continuous Assessment	5	NSC
ADST101	Art and Design Appreciation	C	Year	Portfolio	5	NSC
DARD101	Drawing for Art & Design	C	Year	Portfolio	5	NSC
CLST101	Colour Studies	C	Year	Portfolio	5	NSC
2DDS101	2-Dimensional Design Studies	C	Year	Portfolio	5	NSC
3DDS101	3-Dimensional Design Studies	C	Year	Portfolio	5	NSC

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 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

NATIONAL DIPLOMA: PHOTOGRAPHY (Three-Year Minimum)

Year One						
Code	Subjects:	*C/O	Semester/Year	Assessment Method	NQF Level	Pre-Req.
THPH102	Theory of Photography I	C	Year	Written Examination	5	NSC
VCOM102	Visual Communication I	C	Year	Written Examination	5	NSC
APHT101	Applied Photography I	C	Year	Portfolio	5	NSC
PFPR101	Professional Practice I	C	Year	Written Examination	5	NSC
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

MASTER OF APPLIED ARTS IN PHOTOGRAPHY

Code	Subjects:	*C/O	Semester/Year	Assessment Method	NQF Level	Pre-Req.
RPPT501 / RPPT511 / RPPT521	Research & Dissertation	C	Year	Dissertation & Exhibition	8	Honours or Postgraduate Diploma (NQF8)

* C + Compulsory; O = Optional



THE HIGHER EDUCATION QUALIFICATIONS SUB-FRAMEWORK (HEQSF)

The National Qualifications Framework (NQF) is a system for the classification, registration and publication of articulated and quality assured national qualifications. The revised Higher Education Qualifications Sub-Framework (HEQSF), which was gazetted on 2 August 2013, forms part of this framework. The Faculty of Arts and Design is in the process of aligning all qualifications to the revised HEQSF.

WHAT DOES THIS MEAN?

Qualifications that are not aligned to the HEQSF will be phased out. New qualifications will replace the BTech and National Diploma. Some departments have opted to offer HEQSF-aligned Diploma qualifications, whilst others will offer Degrees.

The BTech, N Dip. and other qualifications that are not HEQSF-aligned will not be offered to first-time registering students from January 2020. Students who have registered for non-aligned qualifications before 31 December 2019 will need to complete that qualification before the final phase out date of that particular programme. Students who have already completed their National Diploma (NDip) and wish to register for the BTech have until 2019 to do so.

HOW DOES THIS AFFECT ME?

You need to ensure you complete your course before the final phase out date for the qualification you have registered for. As the BTech does not exist on the HEQSF, the Minister of Higher Education has gazetted 31 December 2019 as the final date for first-time entering students enrolling in academic programmes that are not aligned with the HEQSF. You will need to check the entry requirements and articulation pathways of your chosen course before applying.

WHAT EFFECT DOES THIS HAVE ON MY QUALIFICATIONS THAT WERE ON THE OLD NQF AND NOT ON THE HEQSF?

Your qualifications are still valid even though some of the current qualification types are not available on the HEQSF.

WHAT ARE MY OPTIONS?

For new (first-year, first-time) students registering, progression will be as follows:

- Diploma → Advanced Diploma → Postgraduate Diploma → Master's Degree → PhD/ Doctorate
- Or
- Bachelor's Degree → Honours Degree → Master's Degree → PhD/ Doctorate

Please note: This is the general route of progression on the HEQSF. For specific information on what qualifications will be offered by particular academic programmes, please consult the relevant department.

Further information contact: the Faculty Office on 031 373 6522/6520 or go to:
<http://www.satm.org.za/>