

CAMPUS

BELLVILLE
(CAPE TOWN)

DESCRIPTION

Take your creative talents to the next level by studying the Bachelor of Arts in Visual Arts in Visual Communication Design.

The STADIO Bachelor of Arts in Visual Arts in Visual Communication Design will be your entry into the world of graphic design and photography, by teaching you highly specialised skills to excel in a wide range of commercial areas in both print and digital media. You will use industry standard software, including Adobe InDesign, Illustrator and Photoshop, to emphasise innovative and design processes that define visual communication.

The art and science of photography will allow you to transform a digital or analogue image into a profound creative design that will set your portfolio of creative work apart from other graduates and will assist you to step into the career field as an Art Director or Creative Director.

ADMISSION REQUIREMENTS

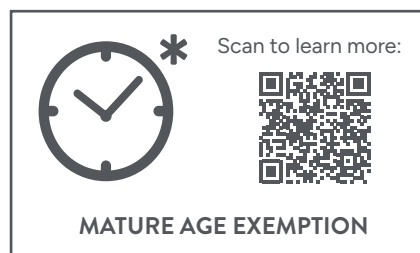
- a Senior Certificate (SC) with degree endorsement; **OR**
- a National Senior Certificate (NSC) with a minimum of 50% in four 20-credit subjects and a minimum of 30% in English Home Language or First Additional Language; **OR**
- a National Senior Certificate – Vocational Level 4 (NC(V)) with a minimum of 60% in three fundamental subjects including English; and minimum 70% in four vocational subjects; **OR**
- the STADIO Higher Certificate (NQF 5); **OR**
- a Cognate Higher Certificate (NQF 5) or Advanced Diploma (NQF 6) or Diploma (NQF 6).

ADDITIONAL ADMISSION REQUIREMENT

Applicants are required to submit a portfolio of evidence. **PORTFOLIO REQUIREMENTS**

- An essay of 500 words explaining how you feel the world is going to be when robots walk among us.
- A portfolio of artistic creations in the visual communication domain (design and photography).

A motivation letter outlining your reasons for applying to the STADIO BA in Visual Arts in Visual Communication programme. Clearly stating your goals for yourself is crucial when working on a self-directed creative project. Please briefly describe your goals for your studies and artistic endeavors, as well as the talents you hope to hone.



SPECIFIC REQUIREMENTS

CAMERA REQUIREMENTS

- Recent Digital SLR Camera (Canon / Nikon)
- 18-55mm Standard Lens
- 55-200mm or 75-300mm or 70-300mm lens
- Minimum 18 Megapixels
- HD Video record function
- External TTL Speedlight Flash with rotatable head
(Please note: Ensure that the camera make does not have a stripped hot-shoe)
- Infrared Filter for widest lens
- Sturdy tripod

MINIMUM SYSTEM REQUIREMENTS

- Reliable broadband Internet Access (Wi-Fi available at all our campuses, but you may prefer access from home as well)
- Microsoft Edge/Firefox/Internet Explorer/Chrome web browser
- Microsoft Word
- PDF Viewer
- Ability to scan and upload documents
- Email/cellphone for notification and communication
- PC or laptop minimum requirements: Core i5 CPU, 8GB RAM and SSD hard drive, 14-15.6" screen, Windows 10/11
- Software can be purchased through Learning Curve at a student discounted rate.

<https://lca.africa/product/adobe-creativecloudlicense-bundle-for-college-university-students/>

You will need this software with the commencement of Semester 1.

CURRICULUM OUTLINE

	1st YEAR	2nd YEAR	3rd YEAR
Compulsory (All)	Contextual Info Design 1 CD12 (10 credits)	Contextual Info Design 2 CD21 (10 credits)	Creative Art Direction in Context CA31 (10 credits)
	Creative Thinking CI11 (10 credits)	Graphic Design and Typography 1 GDT23 (25 credits)	Contextual Info Design 3 CD31 (10 credits)
	End User Computing EUC152 (10 credits)	Introduction to Digital Marketing IDM162 (10 credits)	Graphic Design and Typography 2 GDT32 (25 credits)
	Foundations of Drawing DF11 (5 credits)	Introduction to Marketing IMA152 (10 credits)	Introduction to Research RES372 (15 credits)
	Fundamentals of Image Enhancement FIE12 (15 credits)	Photography in Practice 2 PIP22 (15 credits)	Visual Imaging Studies 3 DIP33 (30 credits)
	History of Photography VH11 (5 credits)	Photography Theory 2 PT22 (15 credits)	Work-integrated Learning WI33V (35 credits)
	Photography in Practice 1 PIP12 (20 credits)	Professional Practice PP21 (10 credits)	
	Photography Theory 1 PT12 (15 credits)	Viscom Design Business 2 VB21 (5 credits)	
	Presentation Skills VP11 (5 credits)	Viscom Design Philosophy VDP21 (10 credits)	
	VisCom Design Business 1 VDB12 (10 credits)	Visual Imaging Studies 2 DIP22 (15 credits)	
	Visual Imaging Studies 1 DIP12 (25 credits)		
CREDITS PER YEAR	130	125	125

* Some of the modules are semesterised and will be communicated at Registration.

CAREER OPPORTUNITIES

ART DIRECTOR	LAYOUT ARTIST
ILLUSTRATOR	VISUAL ARTIST
PORTRAIT AND FASHION PHOTOGRAPHER	PRODUCTION ARTIST
ADVERTISING DESIGNER	GRAPHIC ARTIST / DESIGNER
TYPOGRAPHY DESIGNER	COMMERCIAL PHOTOGRAPHER