MODULE DESCRIPTIONS

CONTEXTUAL INFO DESIGN 1

This module explores the principles and concepts of contextual visual communication design. In particular, it focuses on the key features and elements of communication, models of technical communication, theories of communication signs, and the layers of meaning in mediated messages. Building on this foundation, students will be equipped with knowledge about the elements, attributes and constructs of visual communication.

CONTEXTUAL INFO DESIGN 2

This module will equip you with knowledge on the foundations of systems thinking, which applies to all areas of media and communication practice, including visual communication and information design, photography, 3D animation, and web development where a variety of interrelated components of a complex system have to be taken into account at all times. Against the background of systems thinking you will explore the principles and concepts of ensuring that visual information design is fit for purpose.

CONTEXTUAL INFO DESIGN 3

This module explores strategies and approaches to addressing the unique information needs of special target groups in society, such as those who are illiterate, the semi-literates, disabled persons, learners with different levels of cognitive development, and hard-to-reach audiences, as well as the implications for visual information design. In addition, this module sets a theoretical framework for measuring, evaluating and judging the suitability of visual designs based on underpinning principles such as fitness for purpose.

CREATIVE ART DIRECTION IN CONTEXT

This module is a unique module that explores the practical, conceptual and managerial knowledge relating to design and art direction. This module will equip you with knowledge in the context of creative art direction within the industry. The module will focus on the fundamental roles of the creative art direction in developing and realising ideas through leadership, management and commissioning of individuals and teams of designers, photographers, advertisers, illustrators or other media specialists in the creative industries.

CREATIVE THINKING

This module introduces students to aspects of creativity. It establishes foundational knowledge and understanding of creativity that is central to any studies in the visual arts, applied arts and performing arts. In particular, attention is paid to the fundamentals of creativity, common manifestations of creativity, the process of creating and developing products using creativity, the evaluation of creativity, and a career as well as historical perspective.

END-USER COMPUTING

Students entering Higher Education come from a variety of backgrounds, and some may have had limited opportunities to develop the computer literacy skills they will need to cope with tertiary studies. End User Computing includes an online training component which allows student to practice simulated MS Office tasks at their own pace, supported by integrated feedback which helps them to identify and remedy their mistakes; and an assessment component which will count towards their overall module result. Students will also complete several assignments in which they will be expected to apply the MS Office tools that they have practiced in the online environment.

FOUNDATIONS OF DRAWING

After completion of this module, you will be able to apply the principles and techniques to draw realistic figures and shapes. This knowledge will be gained by learning about life drawing; observational drawing technique; visual construction; foreshortening and spatial relationships. Key concepts such as the human form, proportions and volume; anatomy of the human figure and using geometric shapes for figure drawing are also covered.

FUNDAMENTALS OF IMAGE ENHANCEMENT

This module is designed to develop essential skills in digital imaging using computer manipulation and photographic software. The module provides students with image editing experience and provides the students with knowledge of the different software functions, as well as a range of imaging and editing tools. These tools are specifically used for creating, manipulating and retouching photographs.

GRAPHIC DESIGN AND TYPOGRAPHY 1

This part of the module explores the graphic design and typographic rendering by way of graphic design computer software commonly found in the industry today. Adobe InDesign software offers tools for design and layout purposes, combined with creative layout applied to print media such as posters, brochures and newspapers. It offers all kinds of features to modify your text and images, which can work together in interesting ways to create a unique and professional design or layout.

GRAPHIC DESIGN AND TYPOGRAPHY 2

This module explores opportunities to utilise and apply knowledge and skills acquired across all modules of the programme in an integrated manner in preparation to enter the graphic design industry as a professional graphic designer. It is required to create a comprehensive portfolio of practical design/photography work that demonstrates effective visual communication within a specific field of specialisation based on individual abilities and interest. The portfolio of practical work will be used in the end year exhibition.

HISTORY OF PHOTOGRAPHY

In this module the student will have the ability to recall prehistoric photographic inventions, processes, technical developments and improvements, recall historical and contemporary photographic masters, classifying their different styles and approaches and relate to contemporary South African photographers.

INTRODUCTION TO DIGITAL MARKETING

This module is designed to equip students with foundational knowledge in the rapidly evolving field of digital marketing. The module covers vital issues in the digital marketing environment such as the evolvement of the internet and websites, current digital marketing trends, and the transformation of marketing through a variety of digital marketing channels such as search engine optimisation, online advertising, mobile marketing, email marketing and social media marketing. The module prepares students for the transition to Digital Marketing Theory which is an intermediate study of the digital marketing channels.

INTRODUCTION TO MARKETING

The aim of this module is to provide students with an overview of marketing including the fundamental concepts and principles that underpin marketing in the 21st century. The module examines the role and practice of marketing within the changing business environment. Students are exposed to basic marketing theory including the marketing mix, segmentation, target audience selection, knowing your competitor, and channel selection.

PHOTOGRAPHY IN PRACTICE 1

This module will equip students with knowledge and skills, plan and produce photographic images in a range of locations, process photographic materials correctly within the context of the processing laboratory (demonstration) and computer workstation (digital editing of photos), operate effectively within a photographic studio environment, utilising available light as well as artificial lighting equipment, and select and evaluate the use of photographic techniques, equipment and materials to produce desired photographic imagery.

PHOTOGRAPHY IN PRACTICE 2

This module covers technical and operational aspects relating to photographic practice, both in the studio and on location. Students investigate different types of camera equipment and their uses within the photographic industry. Traditional film-based technology with relevant materials and processes as well as current trends and advances in digital technology are investigated.

PHOTOGRAPHY THEORY 1

The focus is on relevant materials, equipment and camera features as well as operational aspects of camera controls used in photography practice. Secondly, attention is paid to light, different light sources and the use of light in photography imaging. The third component explores photography printing and printing processes. Finally, this module explores the foundations of electronic imaging, hardware and software related to digital photography.

PHOTOGRAPHY THEORY 2

This module is designed to provide individuals with an understanding and appreciation of photography so that they can effectively and correctly prepare, organise and execute photography tasks and projects. This module will equip students with adequate knowledge and skills to enter a career as a professional photographer either through employment at a photography studio, a career in photo-journalism, portraiture, advertising and corporate photography, special event photography and/or as an entrepreneur with his/her business enterprise.

PRESENTATION SKILLS

This module explores presentation skills that are vital for any visual communication designer working with clients. The primary focus is on public speaking. More specifically, attention is paid to the purpose of presentations in customer relations, the different modes of communication, and techniques for ensuring a dynamic presentation, proper planning of a presentation, and using suitable presentation media.

PROFESSIONAL PRACTICE

This module provides students with an overview of visual communication design practices in the industry, and the variety of relevant genres. It acquaints students with common organisational structures, procedures and workflows in this particular field across genres such as advertising, corporate communications, electronic communications, magazines, marketing, newspapers, online media, photography, publishing and reproduction and printing. Besides, the key role players and their respective roles are explored.

STADIO
HIGHER EDUCATION

VISCOM DESIGN BUSINESS 1

This module provides students with an overview of visual communication design practices in industry, and the variety of relevant genres. It acquaints students with common organisational structures, procedures and workflows in this particular field across genres such as advertising, corporate communications, electronic communications, magazines, marketing, newspapers, online media, photography, publishing and reproduction and printing. In addition, the key role players and their respective roles are explored.

VISCOM DESIGN BUSINESS 2

This module explores the advertising and promotional strategies and methods applicable to visual communication design. Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. Many advertisements are designed to generate increased consumption of those products and services through the creation and reinforcement of "brand image" and "brand loyalty".

VISCOM DESIGN PHILOSOPHY

This module explores the philosophic basis of different genres of visual communication design and movements within visual communication design history, which will develop the student's understanding of the rationales associated with artwork creation. It will develop an ability to evaluate the appropriateness of different approaches to visual communication design and stimulate the development of a personal philosophy to artwork creation.

VISUAL IMAGING STUDIES 1

This part of the module serves as a foundation to all tasks involving the creation of vector images, both manually and by electronic means. The student is exposed to various modes of drawing and image creation in different visual communication genres. It also covers drawing and design of letterheads, logos, using computer software that is common in graphic design. It provides the opportunity to acquire hands-on experience in using different software functions.

VISUAL IMAGING STUDIES 2

The use of illustration and image manipulation software by visual communication design practitioners is diverse, ranging from branding and corporate logos, to other marketing and publicity materials including advertisements and brochure production. The advanced functions and tools inherent with illustration and image manipulation software allow new creative freedom enabling designs to be realised quickly and powerfully.

VISUAL IMAGING STUDIES 3

This module explores opportunities to utilise and apply knowledge and skills acquired across all modules of the programme in an integrated manner in preparation to enter the graphic design industry as a professional graphic designer. It is required to create a comprehensive portfolio of practical design/photography/web work that demonstrates effective visual communication within a specific field of specialisation based on individual abilities and interests. The portfolio of practical work will be used in the end year exhibition.

RESEARCH METHODOLOGY

This module serves as a foundation to research activities at postgraduate level. The student will acquire knowledge of the principles, concepts and processes about scientific research, types of research, as well as common aspects in the execution of a research assignment, problem identification, motivation of the study, formulating a hypothesis, research objectives, selecting suitable methods, planning and preparing the research action, as well as gathering of data, and performing analysis and interpretation of results leading to a research report.

WORK INTEGRATED LEARNING

WIL offers a student a holistic approach to education by applying all module content by integrating tasks being performed. The student develops the skills required from the industry. WIL is for students studying towards a degree. It will be expected of the student to perform on higher order thinking levels e.g. evaluation, analysis and synthesis in the industry. It is expected of the student to make recommendations on improvements in departments of the host company. WIL is not restricted to practical application of knowledge but could include work-simulated assignments.