

CAMPUS

**DURBANVILLE
(CAPE TOWN)**

DESCRIPTION

This STADIO qualification 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 images 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).

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 Digital Communication Design 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 Mirrorless Camera (Canon / Nikon / Sony)
 - 15-45mm / 16-50mm Standard Lens
 - 55-210mm / 50--200mm / 75-300mm lens
 - Minimum 24 Megapixels
 - HD Video record function at 4K 30p 10bit
 - External TTL Speedlight Flash with rotatable head
 - Sturdy tripod
- (Please note: Ensure that the camera make does not have a stripped hot-shoe)

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: Processor: i5 or i7 Multicore Intel processor or equivalent
- Memory (RAM): minimum 8GB (16GB recommended)
- Storage (Hard Drive): 512 GB hard drive (SSD recommended)
- Monitor resolution: 1024 x 768 display (1920 x 1080 recommended)
- GPU (Graphics Card): 1 GB of VRAM (2 GB recommended)
- 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

YEAR	1st YEAR	2nd YEAR	3rd YEAR
Compulsory (All)	Photography in Practice 1 PIP12 (25 credits)	Graphic Design and Typography 1 GDT23 (25 credits)	Graphic Design and Typography 2 GDT32 (25 credits)
	Visual Imaging Studies 1 DIP12 (30 credits)	Photography in Practice 2 PIP22 (30 credits)	Visual Imaging Studies 3 DIP33 (30 credits)
		Visual Imaging Studies 2 DIP22 (25 credits)	Work-integrated Learning WI33V (25 credits)
SEMESTER 1	1st YEAR	2nd YEAR	3rd YEAR
Compulsory (All)	End User Computing EUC152 (10 credits)	VisCom Design Business 2 VB21 (20 credits)	Creative Art Direction in Context CA31 (10 credits)
	Fundamentals of Image Enhancement FIE12 (20 credits)		Research Methodology RES372 (15 credits)
SEMESTER 2	1st YEAR	2nd YEAR	3rd YEAR
Compulsory (All)	Contextual Info Design 1 CD12 (20 credits)	Contextual Info Design 2 CD21 (20 credits)	Contextual Info Design 3 CD31 (20 credits)
	VisCom Design Business 1 VDB12 (20 credits)		
CREDITS PER YEAR	125	120	125

CAREER OPPORTUNITIES

ART / CREATIVE DIRECTOR	LAYOUT ARTIST
ILLUSTRATOR	UX / UI DESIGNER (APP, WEBSITES)
TYPOGRAPHY DESIGNER	PRODUCTION ARTIST
ADVERTISING DESIGNER	GRAPHIC ARTIST / DESIGNER
PORTRAIT, EDITORIAL AND FASHION PHOTOGRAPHER	COMMERCIAL / ADVERTISING PHOTOGRAPHER