STADIO
HIGHER EDUCATION

BACHELOR OF DIGITAL COMMUNICATION DESIGN

NQF 7 | MIN. 370 CREDITS | SAQA ID: 117879 | MIN. 3 YEARS
MODE OF DELIVERY: BLENDED CONTACT LEARNING

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**
- A cognate Higher Certificate (NQF Level 5), Advanced Certificate (NQF Level 6), or Diploma (NQF Level 6); **OR**
- A non-cognate Higher Certificate (NQF Level 5), Advanced Certificate (NQF Level 6), or Diploma (NQF Level 6), together with either:
  - a minimum of 40% in English Home Language or 30% in English First Additional Language at NSC level; or
  - evidence of equivalent proficiency in English achieved in the non-cognate programme.

Applicants are required to submit a portfolio of evidence.

PORTFOLIO REQUIREMENTS

- Select a visual artifact or branding system from your local culture or country. In an essay of 500 words, explain how it communicates a unique cultural identity to a global audience.

A motivation letter outlining your reasons for applying to the STADIO BA in Visual 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.

Scan to learn more:

OTHER ACCESS PATHWAYS

Scan to learn more:

MATURE AGE EXEMPTION



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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)

Canon Kit
Canon EOS R10 + RF-S 18-45mm f3.5-5.6 IS
Canon RF-S 55-210mm f5-7.1 IS STM
GODOX V860 MKIII EOS Speedlight Flash
Smallrig Freeblazer CT195 V Tripod 4307

Nikon Kit
Nikon Z50 II Single Kit
Nikon Z 50-250mm f4.5-6.3 DX VR Lens
GODOX V860 MKIII Nikon Speedlight Flash
Smallrig Freeblazer CT195 V Tripod 4307

Sony Kit
Sony Alpha A6700 + 16-50mm Lens
Tamron 70 – 300mm f4.5-6.3 Di III RXD Sony Lens
GODOX V860 MKIII Sony Speedlight Flash
Smallrig Freeblazer CT195 V Tripod 4307

NOTE
STADIO students get a 10% discount at Orms – Bellville if proof of registration is provided.
Black Friday (month of November), December and during Orms's birthday month (May) also offer great specials.
The 10% student discount does not apply during these discount months.

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
- Realistic Windows Hardware Tiers for Graphic Design
  Entry-Level (Survival Spec):
    - CPU: Intel Core i5 (12th/13th Gen) or AMD Ryzen 5 (5000/7000 series).
    - RAM: 16GB DDR4 / DDR5 (never accept 8GB).
    - Storage: 512GB NVMe SSD.
    - GPU: NVIDIA RTX 3050 or RTX 4050 (6GB VRAM).
    - Screen: 15.6-inch Full HD (1920x1080) IPS display with 100% sRGB color coverage.

  Good-Level (Optimal Student Spec):
    - CPU: Intel Core i7 (13th Gen) / Intel Core Ultra 7 or AMD Ryzen 7.
    - RAM: 16GB or 32GB DDR5.
    - Storage: 1TB NVMe SSD.
    - GPU: NVIDIA RTX 4060 (8GB VRAM).
    - Screen: 2K (2560x1600) or 3K OLED/IPS panel with 100% DCI-P3 or sRGB coverage.
- 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.

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CURRICULUM OUTLINE

YEAR	1st YEAR	2nd YEAR	3rd YEAR
Compulsory (All)	Photography in Practice 1 PIP151 (25 credits)	Graphic Design and Typography 1 GDT261 (25 credits)	Graphic Design and Typography 2 GDT371 (25 credits)
	Visual Imaging Studies 1 DIP151 (30 credits)	Photography in Practice 2 PIP261 (30 credits)	Visual Imaging Studies 3 DIP371 (30 credits)
		Visual Imaging Studies 2 DIP261 (25 credits)	Work-integrated Learning WIL371 (25 credits)
SEMESTER 1	**1st YEAR**	**2nd YEAR**	**3rd YEAR**
Compulsory (All)	End User Computing EUC152 (10 credits)	VisCom Design Business 2 VDB262 (20 credits)	Creative Art Direction in Context CAD372 (10 credits)
	Fundamentals of Image Enhancement FIE152 (20 credits)		Introduction to Research RES372 (15 credits)
SEMESTER 2	**1st YEAR**	**2nd YEAR**	**3rd YEAR**
Compulsory (All)	Contextual Info Design 1 CID152 (20 credits)	Contextual Info Design 2 CID262 (20 credits)	Contextual Info Design 3 CID372 (20 credits)
	VisCom Design Business 1 VDB152 (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

BAC
BRITISH ACCREDITATION COUNCIL

STADIO SCHOOL OF FASHION, ARTS & DESIGN IS AN INTERNATIONALLY ACCREDITED FASHION SCHOOL IN SOUTH AFRICA!

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