MODULE DESCRIPTIONS

CONTEXTUAL INFO DESIGN 1

This module integrates creative thinking principles with contextual visual communication design to develop students' comprehensive competence in creating meaningful, innovative visual communications. Students will learn about both the creative process - from ideation and conceptualisation to implementation - and the technical foundations of visual communication, including semiology, information design, and human perception principles.
The module establishes creativity as the driving force behind effective visual communication, teaching students to apply creative thinking processes alongside technical communication theories to generate original, functional design solutions. Students will develop the ability to work creatively within professional contexts, understanding how to balance artistic expression with communication effectiveness, audience needs, and practical constraints. This module will allow students to emerge with both the creative confidence to generate innovative ideas and the technical knowledge to translate those ideas into compelling visual communications that effectively convey meaning across various media formats and contexts.

CONTEXTUAL INFO DESIGN 2

This module develops systems thinking competencies essential for effective visual communication design practice. Students explore comprehensive approaches to contextual information design, examining how cultural, linguistic, technological, and social factors influence communication effectiveness. The module covers systems theory applications, culturally appropriate visual communication principles, target audience analysis, and market segmentation strategies. Students learn to create tailor-made visual solutions that address specific community needs while considering literacy levels, cultural beliefs, and technological appropriateness. Emphasis is placed on holistic design thinking, intercultural communication theory, and developing visual information systems that are contextually relevant and culturally sensitive for diverse target populations.

CONTEXTUAL INFO DESIGN 3

This module develops comprehensive competencies in inclusive visual communication design and systematic evaluation methodologies for diverse target audiences. Students explore specialised strategies addressing unique information needs of illiterate, semi-literate, disabled, cognitively diverse, and hard-to-reach populations through culturally appropriate design solutions. The module establishes theoretical frameworks for measuring design effectiveness using fitness-for-purpose principles, quality assurance protocols, and evidence-based evaluation methods. Students incorporate visual analysis techniques, ethical design considerations, and post-evaluation modification processes to design solutions. Emphasis is placed on intercultural communication theories, cognitive processing models, and practical application of inclusive design principles that ensure accessibility and appropriateness across diverse social contexts and special needs populations.

CREATIVE ART DIRECTION IN CONTEXT

This module develops creative leadership and strategic thinking competencies essential for art direction roles within the visual communication industry. Students explore the theoretical foundations of art direction, creative problem-solving methodologies, and brand strategy development through practical application. The module covers campaign conceptualisation, digital media integration, team management, and client relationship dynamics. Students explore brand personality analysis, positioning strategies, and creative brief interpretation while developing skills in leading multidisciplinary creative teams. Emphasis is placed on understanding contemporary art direction practices, emerging technologies, and the strategic role of visual communication in building authentic brand narratives that resonate with target audiences across traditional and digital platforms.

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.

FUNDAMENTALS OF IMAGE ENHANCEMENT

This module develops essential digital imaging skills using industry-standard photographic software. Students will learn fundamental image enhancement techniques including colour correction, retouching, layer management, and advanced manipulation tools. The module covers selection tools, filters, masking techniques, and automated workflow processes essential for professional image editing. Through practical application, students learn to create, modify, and enhance digital images while developing problem-solving skills for editing challenges. Students will gain proficiency in professional retouching methods, special effects creation, and workflow optimisation, preparing them for careers in visual communication design, photography, and digital media production.

GRAPHIC DESIGN AND TYPOGRAPHY 1

This module develops essential digital imaging skills using industry-standard photographic software. Students will learn fundamental image enhancement techniques including colour correction, retouching, layer management, and advanced manipulation tools. The module covers selection tools, filters, masking techniques, and automated workflow processes essential for professional image editing. Through practical application, students learn to create, modify, and enhance digital images while developing problem-solving skills for editing challenges. Students will gain proficiency in professional retouching methods, special effects creation, and workflow optimisation, preparing them for careers in visual communication design, photography, and digital media production.

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GRAPHIC DESIGN AND TYPOGRAPHY 2

This comprehensive module develops advanced graphic design and typography skills using industry-standard software for professional print production. Students use appropriate software for layout design, typography application, and document preparation while gaining expertise in pre-press processes, colour management, and PDF creation. The module covers complete design workflows from conceptualisation to print-ready output, including advanced typographic practices, image integration, master pages, and professional finishing techniques. Students learn project management principles, time planning, and quality control processes essential for commercial design practice. Emphasis is placed on creating visually appealing, technically proficient designs that meet professional industry standards and client requirements.

PHOTOGRAPHY IN PRACTICE 1

This module develops essential practical and theoretical photography skills through hands-on practice and technical understanding. Students learn camera operation, exposure control, lighting techniques, and digital workflow while gaining historical context of photographic development. The module covers studio and location photography, image processing, composition principles, and equipment utilisation. Students learn to plan and execute professional photoshoots, apply lighting techniques, process digital images, and critically evaluate photographic work. Emphasis is placed on developing technical proficiency with mirrorless cameras, understanding exposure relationships, and building foundational skills for commercial photography practice while appreciating photography's evolution and contemporary applications.

PHOTOGRAPHY IN PRACTICE 2

This module integrates practical photography skills with comprehensive theoretical knowledge to develop professional photographic competency. Students are taught technical and operational aspects of studio and location photography using multiple camera formats while gaining deep understanding of equipment, lighting principles, and digital imaging theory. The module covers camera operations, professional lighting techniques, digital workflow management, and photographic critique methodologies. Students explore specialised photography applications including infrared, ultraviolet, and video production while understanding lens design, colour theory, and zone system principles. Emphasis is placed on developing commercial photography skills, portfolio creation, and professional industry standards for advertising, editorial, and lifestyle photography applications.

VISCOM DESIGN BUSINESS 1

This module provides comprehensive insight into visual communication design industry practices, organisational structures, and professional workflows. Students explore business fundamentals including pricing, invoicing, marketing, and legal considerations such as copyright protection. The module examines various industry genres including advertising, corporate communications, publishing, and digital media, while identifying key role players and their responsibilities across different organizational environments. Students investigate in-house versus outsourced services, freelancing opportunities, and career pathways. Emphasis is placed on understanding client briefing processes, project workflows, and professional documentation requirements essential for successful visual communication design practice and business operations.

VISCOM DESIGN BUSINESS 2

This module integrates advertising and promotional strategies with professional business practices essential for visual communication design careers. Students explore marketing communication principles, consumer behaviour theory, campaign development, and integrated promotional strategies while learning about business fundamentals including contracts, pricing, workflow management, and industry standards. The module covers organisational structures, role player responsibilities, financial requirements, and ethical conduct across various design environments. Students develop competencies in project planning, client relations, copyright understanding, and professional association membership benefits. Emphasis is placed on combining creative expertise with sound business acumen to succeed as employed designers or independent entrepreneurs in the visual communication industry.

VISUAL IMAGING STUDIES 1

This module develops essential visual imaging and presentation skills through digital design, typography, and communication theory. Students learn vector illustration software, design principles, typography fundamentals, and visual communication history while building professional presentation capabilities. The module covers software proficiency, design elements and composition, typographic design, and historical evolution of graphic communication from ancient writing to digital era. Students develop verbal and visual presentation skills for client relations, including public speaking techniques, media selection, and proficiency in presentation software. Emphasis is placed on integrating creative design skills with effective communication methods essential for professional visual communication practice.

VISUAL IMAGING STUDIES 2

This module develops comprehensive digital design competencies through integrated illustration and image manipulation techniques using industry-standard software. Students learn vector graphics creation, raster image editing, and photographic manipulation while exploring professional design applications including packaging, branding, corporate identity, and digital media design. The module emphasises practical workflow integration, combining vector capabilities with image enhancement tools to create sophisticated visual communication solutions. Students develop expertise in customising work environments, managing complex projects, and producing print-ready designs that meet professional industry standards. Emphasis is placed on creative problem-solving, technical proficiency, and developing a comprehensive understanding of contemporary visual design practices.

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VISUAL IMAGING STUDIES 3

This module integrates comprehensive visual communication design competencies through portfolio development and web design mastery. Students synthesise knowledge from all programme modules to create professional portfolios demonstrating specialisation in design fields including graphic design, advertising, illustration, and digital media. The module develops advanced web development skills using coding, content management systems, and contemporary platforms. Students explore professional presentation techniques, industry-standard workflows, and digital portfolio optimisation for career readiness. Emphasis is placed on timeline management, quality assurance, critical evaluation, and preparing exhibition-ready work that showcases technical proficiency and creative problem-solving capabilities essential for professional design practice.

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

The purpose of this module is to prepare students for successful transition into the visual communication design industry through structured workplace experience and professional development. The module equips students with essential workplace skills, professional competencies, and industry-specific knowledge required for entry-level positions in design studios, advertising agencies, corporate environments, and freelance practice. Over-and-above contact teaching and learning sessions, students are required to complete 200 hours of work-integrated learning either with a host company or through a simulation within the visual communication design industry. This module supports the maintenance of the contemporary, commercial currency of the overall learning programme by ensuring that this practical element equips and prepares graduates with an observed set of knowledge and contemporary practices that will contribute to their readiness to participate in the broader transformation of the South African visual communication design industry.

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