STADIO

HIGHER EDUCATION

SCHOOL OF FASHION

HIGHER CERTIFICATE IN PHOTOGRAPHY

NQF 5 | 120 CREDITS | SAQA ID: 117887 | MIN. 1 YEARS

CAMPUSES: RANDBURG

CAREER OPPORTUNITIES

• DIGITAL PHOTOGRAPHER FOR SOCIAL MEDIA	• EDITORIAL PHOTOGRAPHER
• FREELANCE PHOTOGRAPHER	• LANDSCAPE PHOTOGRAPHER
• ADVERTISING PHOTOGRAPHER	• COMMERCIAL PHOTOGRAPHER
• ACTION/SPORTS PHOTOGRAPHER	• WEDDING & EVENT PHOTOGRAPHER

DESCRIPTION

By studying towards the STADIO Higher Certificate in Photography, students will gain knowledge and skills to perform effectively in the industry as proficient photographers. This qualification will assist you with acquiring the technical and visual skills that align with current trends and practices within the digital working environment. The programme inducts students to the actual mechanics of photography, imaging, and studio practices.

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MODE OF DELIVERY - CONTACT LEARNING (BLENDED CONTACT)

The programme is offered in STADIO's **Blended Contact** mode of delivery. Contact learning is aimed at students who want to attend venue-based face-to-face classes at one of STADIO's campuses. The Blended Contact mode combines classroom and online learning and teaching in a manner that includes some flexibility, while optimising the time students spend on campus. Based on the nature of the module, each module utilises a unique combination of the following learning settings:

• **Classroom:** Classroom sessions involve learning by doing, debating, arguing, trying, experimenting, practising, analysing, and sharing — all the skills students will need when they enter the world of work. Students will have the opportunity to contribute to the learning process and at the same time they will learn from the contributions of their fellow students. Class attendance of venue-based sessions is compulsory.

• **Synchronous online:** These are live online teaching sessions facilitated by a range of lecturers from different campuses. STADIO believes in encouraging students to think and engage laterally and to consider different perspectives and this is what students will get from having different experts share their knowledge with them. Students will be advised of the date and time of the session at the start of the semester, and they may connect from the comfort of their home, or from any other venue. They may also come to campus to make use of the campus Wi-Fi to join these sessions. Some of the live online sessions may be recorded, while others will not. It depends on the nature of the session and the lecturer will advise students beforehand. The lecturer will also use these sessions for group work and for discussions. These sessions are also compulsory, as they are an integral part of the teaching programme.

• **Asynchronous online:** These are recorded lectures which students will watch in their own time, but within the timelines provided in the course environment. In these short sessions, the lecturers will explain the theoretical concepts and they will work through examples, etc. Students enjoy the benefit of watching these important sessions repeatedly during the semester, as they prepare for their assessments.

Students will find a detailed timetable indicating the combination of sessions on the learning management system (Canvas) at the start of the semester. This will enable them to plan their schedule ahead of time, and to optimise travelling arrangements to and from the campus.

Contact learning is suited to students who are able to attend and are interested in participating in face-to-face classes on a physical campus and who want to become part of a campus community with all the activities that go with being on the campus. It is important to realise that class attendance is compulsory and students must commit to regularly attend classes on campus if they want to be successful and derive the best benefits of contact learning.

OUTCOMES

1. Apply the main competencies of photography, including the key terms, concepts, facts, principles and rules, to different areas of practice.
2. Apply the correct photography production processes and practices to create market-related images.
3. Explain the origin and historical development of photography
4. Operate efficiently in the simulated work environment of a professional photographer
5. Identify the technical features and operations of professional photographic equipment and apply them to image creation.
6. Apply knowledge of different areas of photography in an integrated manner
7. Demonstrate understanding of career opportunities, marketing strategies and personal selling in the photographic business environment

ADMISSION REQUIREMENTS

The admission criteria for the Higher Certificate in Photography are:

- **Minimum admission requirement is a National Senior Certificate (NSC) with a minimum of 40% for English as a first or additional language**
- **Pre-2008, a Senior Certificate (SC) with a minimum of 40% for English as a first or second language.**
- **National Certificate (Vocational) with a minimum of 40% for English as a first or second language and no additional specified subjects prescribed at the further education exit level**

ARTICULATION POSSIBILITIES

After completion of the Higher Certificate in Photography (NQF 5), the student may articulate to the Bachelor of Arts in Fashion (Media Specialisation) (NQF 7) the Bachelor of Arts in Visual Arts in Visual Communication Design (NQF 7) or the Bachelor of Applied Arts in 3D Animation (NQF 7).

SPECIFIC REQUIREMENTS

MINIMUM SYSTEM REQUIREMENTS:

- **Reliable broadband internet access (WI-FI available at all our campuses, but you may prefer access from home as well)**
- **Firefox/Internet Explorer/Chrome web browser**
- **Microsoft Word**
- **PDF Viewer**
- **Ability to scan and upload documents**
- **Have access to a device**
- **Email/cellphone for notification and communication**

EQUIPMENT REQUIREMENTS

- **Smart Device for Online Learning**
- **USB**

ACCESS TO TECHNOLOGY:

STADIO provides students with materials, resources, assessments (including online tests and quizzes), discussion opportunities and several administrative services via its student administration and learning environments. Having access to the above online facilities is essential for efficient communication, learning and success. You will need continuous access to study, using the resources mentioned above, and accessing and submitting some assessments.

STUDENT SUPPORT FOR CONTACT LEARNING STUDENTS

C4SS - CENTRE FOR STUDENT SUCCESS
The Centre for Student Success supports students with academic, psychological and financial wellness.

SSS - STUDENT SUPPORT SERVICES
Student Support Services is the first port of call for all student queries and requests, they can channel your requests to the right individuals.

THE BUDDY PROGRAMME
The Buddy programme exists to help first year students to make the transition between secondary and tertiary studies.

STADIO SCHOOL OF FASHION IS THE ONLY INTERNATIONALLY ACCREDITED FASHION SCHOOL IN SOUTH AFRICA!

CURRICULUM OUTLINE

	MODULES
Compulsory (All)	Applied Photography HAPH151 (45)
	Image Creation, Composition & Enhancement HICC151 (30)
	Visual Communication HCCM152 (10)
	Videography for Social Media HVSM151 (20)
	Principles and Fundamentals of Photography HPFP152 (15)
CREDITS P/YEAR	120

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

MODULE DESCRIPTIONS

APPLIED PHOTOGRAPHY

This module will equip students with the knowledge and skills to plan and produce photographic images in various locations. Students will also process photographic materials correctly through the computer workstation (digital editing of photos). Students will also be able to operate effectively within a photographic studio environment, utilising available light and artificial lighting equipment. This module will allow students to select appropriate photographic techniques, equipment and materials to produce desired photographic imagery.

IMAGE CREATION, COMPOSITION AND 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 and a range of imaging and editing tools. These tools are specifically used for creating, manipulating and retouching photographs.

VISUAL COMMUNICATION

This module aims to support the students in classifying the individual and combinations of visual components to create meaning. Understanding these visual cues will assist photographers in consciously applying visual literacy to imagery to create meaning for the visual audience. Visual literacy will also assist students in planning the image composition and framing, ensuring that the visual language is explicit and visually appealing to a target audience.

VIDEOGRAPHY FOR SOCIAL MEDIA

This module aims to induct students to the basic principles of video filming and editing for social media platforms (YouTube, TikTok and Instagram). Students will use DSLR and Smart Phone cameras to capture motion imagery while adhering to static photography's fundamental principles and elements. Students will create engaging visual content within a marketing context as per the specifications of relevant social media platforms.

PRINCIPLES AND FUNDAMENTALS OF PHOTOGRAPHY

This module will introduce students to various photographic processes since the inception of photography. Students will be able to grasp the vital relationship between lighting and image formation throughout the decades. This module will assist students to Identify a range of photographic imaging equipment, materials, and camera control functions that are essential components for the working environment of a professional photographer.

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FEES & PAYMENT OPTIONS

PRESCRIBED TEXTBOOKS

VISIT OUR WEBSITE
www.stadio.ac.za

I'M READY! APPLY ONLINE NOW

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