

# STADIO



## HIGHER EDUCATION

### SCHOOL OF MEDIA & DESIGN

#### BACHELOR OF ARTS IN VISUAL ARTS IN VISUAL COMMUNICATION DESIGN

NQF 7 | 380 CREDITS | SAQA ID: 117879 | MIN. 3 YEARS

CAMPUS: BELLVILLE (CAPE TOWN)

#### CAREER OPPORTUNITIES

- |                        |                           |
|------------------------|---------------------------|
| • ART DIRECTOR         | • LAYOUT ARTIST           |
| • ILLUSTRATOR          | • VISUAL ARTIST           |
| • PHOTO JOURNALIST     | • PRODUCTION ARTIST       |
| • ADVERTISING DESIGNER | • GRAPHIC ARTIST/DESIGNER |
| • TYPOGRAPHY DESIGNER  | • COMMERCIAL PHOTOGRAPHER |

#### DESCRIPTION

Take your creative talents to the next level by studying the Bachelor of Arts in Visual Arts in Visual Communication Design.

This STADIO Bachelor of Arts in Visual Arts in Visual Communication Design 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 a digital or analogue image 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.

## 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. Demonstrate an integrated knowledge of the key areas and practices of visual communication design, including an understanding of and the ability to apply and evaluate the key terms, concepts, facts, principles, rules and theories, and how it relates to other disciplines such as business marketing.
2. Demonstrate an understanding of knowledge as contested, and the ability to evaluate types of knowledge, principles and concepts common to the study of visual communication design.
3. Demonstrate an understanding of a range of methods of enquiry in a field, discipline or practice, and their suitability to specific investigations; and the ability to select and apply a range of methods to resolve problems or introduce change within the field of visual communication design.
4. Ability to identify, analyse, evaluate, critically reflect on and address complex problems, applying evidence-based solutions and theory-driven arguments in visual communication design.
5. Ability to make decisions and act ethically and professionally, and the ability to justify those decisions and actions drawing on appropriate ethical values and approaches within a visual communication design environment.
6. Ability to develop appropriate processes of information gathering for a given context or use; and the ability to independently validate the sources of information and evaluate and manage the information.
7. Ability to develop and communicate ideas and opinions in well-formed arguments, using appropriate terminology in visual communication design and related fields.
8. Ability to manage processes in unfamiliar and variable contexts, recognising that problem solving is context and system bound, and does not occur in isolation.
9. Ability to identify, evaluate and address his or her learning needs in a self-directed manner, and to facilitate collaborative learning processes.
10. Ability to take full responsibility for his or her work, decision-making and use of resources, and show limited accountability for the decisions and actions of others in varied visual communication design contexts.

## ADMISSION REQUIREMENTS

- a Senior Certificate (SC) with degree endorsement;
- 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).

## 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
- Email/cellphone for notification and communication
- PC or laptop minimum requirements: Core i5 CPU, 8GB RAM and SSD hard drive, 14-15.6" screen, Windows 10/11  
Software can be purchased through Learning Curve at a student discounted rate. <https://lca.africa/product/ado-be-creativecloudlicense-bundle-for-college-university-students/> You will need this software with the commencement of Semester 1.

## 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.

## ADDITIONAL OR SPECIFIC ADMISSION REQUIREMENTS

- Applicants are required to submit a portfolio of evidence

### ACCESS TO TECHNOLOGY:

STADIO provides students with materials, resources, assessments (including online tests and quizzes), as well as discussion opportunities and a number of 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 to access and submit some assessments.

## CURRICULUM OUTLINE

	1st YEAR	2nd YEAR	3rd YEAR
Compulsory (All)	Contextual Info Design 1 CD12 (10 credits)	Contextual Info Design 2 CD21 (10 credits)	Creative Art Direction in Context CA31 (10 credits)
	Creative Thinking CI11 (10 credits)	Graphic Design and Typography 1 GDT23 (25 credits)	Contextual Info Design 3 CD31 (10 credits)
	End User Computing EUC152 (10 credits)	Introduction to Digital Marketing IDM162 (10 credits)	Graphic Design and Typography 2 GDT32 (25 credits)
	Foundations of Drawing DF11 (5 credits)	Introduction to Marketing IMA152 (10 credits)	Introduction to Research RES372 (15 credits)
	Fundamentals of Image Enhancement FIE12 (15 credits)	Photography in Practice 2 PIP22 (15 credits)	Visual Imaging Studies 3 DIP33 (30 credits)
	History of Photography VH11 (5 credits)	Photography Theory 2 PT22 (15 credits)	Work-integrated Learning WI33V (35 credits)
	Photography in Practice 1 PIP12 (20 credits)	Professional Practice PP21 (10 credits)	
	Photography Theory 1 PT12 (15 credits)	Viscom Design Business 2 VB21 (5 credits)	
	Presentation Skills VP11 (5 credits)	Viscom Design Philosophy VDP21 (10 credits)	
	VisCom Design Business 1 VDB12 (10 credits)	Visual Imaging Studies 2 DIP22 (15 credits)	
	Visual Imaging Studies 1 DIP12 (25 credits)		
CREDITS P/YEAR	130	125	125

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

# 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-literate, 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.

## MODULE DESCRIPTIONS CONTINUED

### 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 evolution 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.

## MODULE DESCRIPTIONS CONTINUED

### 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.

### 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.

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FEES & PAYMENT  
OPTIONS



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TEXTBOOKS



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