STADIO

HIGHER EDUCATION

SCHOOL OF MEDIA & DESIGN

HIGHER CERTIFICATE IN
GRAPHIC WEB DESIGN

NQF 5 | 130 CREDITS | SAQA ID: 117894 | MIN. 1 YEARS

CAMPUS: BELLVILLE (CAPE TOWN)

CAREER OPPORTUNITIES

- CSS DEVELOPER
- WEBSITE DESIGNER
- GRAPHIC DESIGNER
- INTERACTIVE DESIGNER
- FRONT-END DEVELOPER

DESCRIPTION

The STADIO Higher Certificate in Graphic Web Design will equip students with web design skills and techniques essential to develop interactive websites and animation. This programme includes graphic design, because the output will be consumed through a visual medium. It goes further than the purely visual. It stretches to incorporate every aspect of a web experience. The programme includes responsive website design, logo design, user interface design, HTML mark-up, design for ease-of-use (usability), selecting content imagery; frame by frame animation; just to name a few.

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 the knowledge of the main areas of web design, including the key terms, concepts, facts, principles, rules and theories of this discipline in different contexts, areas of specialisation that link between different areas of practice.
2. Demonstrate an understanding of different schools of thought, knowledge production processes, practices and forms of expression within the field of web design.
3. Demonstrate an understanding of the ethical implications of decisions and actions within web design context, based on an awareness of the complexity of ethical dilemmas encountered.
4. Ability to evaluate, select and apply appropriate methods, procedures and techniques within the field of web design.
5. Ability to identify, analyse and solve problems in different contexts based on evidence and procedures appropriate to web design.
6. Ability to select information from different sources appropriate to specific web design tasks, and apply well-developed processes of analysis, synthesis and evaluation to that information.
7. Ability to present and communicate complex information reliably and coherently using appropriate academic and occupational conventions, formats and technologies within web design context.
8. Ability to make decisions and act appropriately in familiar and new web design contexts, demonstrating an understanding of the relationships between systems, and of how actions, ideas or developments in one system impact on other systems.
9. Ability to evaluate performance against given criteria, and accurately identify and address task-specific learning needs pertaining to the web design environment.
10. Ability to work effectively in a team or group, and take responsibility for own decisions and actions that include decisions and actions of others regarding the use of resources for computer technology operations.

STADIO is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997. Registration Number 2008/HE07/004.
DISCLAIMER: The content of this brochure is accurate at the time of publication. STADIO reserves the right to change the programme content due to changes in legislation, as well as for market requirements and other reasons. Notice of such changes will be published on our website.

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ADMISSION REQUIREMENTS

The admission criteria for the Higher Certificate in Graphic Web Design are:
- a **Senior Certificate (SC)**; or
- a **National Senior Certificate (NSC)**, with a minimum of 40% in three modules including a **Home Language**, and a minimum of 30% in three other modules; or
- a **National Senior Certificate – Vocational Level 4 (NC(V))**,

with
- a minimum of **40% in English Home Language** or a minimum of **30% English First Additional Language.**

ARTICULATION POSSIBILITIES

After successful completion of the Higher Certificate in Graphic Web Design (NQF 5), the student may articulate to the Bachelor of Information Technology in Web Design and Development (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**
- **Email/cellphone for notification and communication**

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.

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.

CURRICULUM OUTLINE

	MODULES
Compulsory (All)	XHTML & CSS HT12 (20 credits)
	Website Design WD13 (30 credits)
	Applied Design ADE13 (30 credits) • *Graphic Design and Illustration* • *Image Creation and Composition*
	Entrepreneurship ENT100 (20 credits)
	Interactive Creation IC13 (25 credits) • *Adobe Animate* • *Adobe Audition*
	Project-Based Simulation PBS152 (5 credits)
CREDITS P/YEAR	**130**

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

MODULE DESCRIPTIONS

APPLIED DESIGN

Knowledge will be acquired to create vector illustrations, logos and basic web layouts, including a wide range of techniques to create professional designs. The module also provides students with image editing experience and provides the students with knowledge of different software functions, as well as a range of imaging and editing tools.

ENTREPRENEURSHIP

This module guides students in understanding what entrepreneurship means to establish their own business. It defines entrepreneurship and contextualises the entrepreneurial process within the small business environment. It describes the characteristics, skills, and attributes of a successful entrepreneur, the different business forms and the selection of an appropriate form for their business's mission and objectives. A critical aspect of establishing an own business is to conduct a feasibility and viability study. This process is introduced together with the small business start-up process, the legal requirements, resources, branding considerations required, an outline of the components of a business plan, information on the relationship between successful entrepreneurship and creativity, innovation and problem-solving, and how to apply good management practices relating to time management, conflict resolution, and customer relationship management.

INTERACTIVE CREATION

Students will explore animation and audio capabilities in building interactive content that can be shared over the internet. They will create dynamic motion graphics, including aesthetics of design, motion and sound including mono, audio, sound effects and the manipulation of sounds.

PROJECT-BASED SIMULATION

The module "Project-Based Simulation" aims to immerse students in simulated workplace scenarios tailored specifically to align with their academic level. Through this, they can effectively apply, practice, and refine the foundational knowledge they've gathered throughout their studies. The controlled environment of the simulation ensures students have the freedom to explore, make mistakes, and learn in a safe setting. This not only provides a buffer from potential industry pressures but also ensures they benefit from the vigilant supervision of seasoned lecturers. The proximity of this interaction paves the way for instantaneous feedback and guidance, enabling rapid skill acquisition and the refining of core techniques. More than just skills, the Project-Based Simulation module is also about nurturing confidence. Engaging in these tailored scenarios within a structured yet supportive setting, students cultivate a burgeoning sense of self-assuredness.

WEBSITE DESIGN

This module will equip students with the knowledge and a basic understanding of using a professional visual editor for creating and managing web sites and pages. The student will be able to create and edit cross-platform, cross-browser pages. It also sets a foundation for advanced design and layout tools, as well as making it easy to use Dynamic HTML features such as animated layers and behaviours. Browser-targeting checks your work for potential problems on all popular platforms and browsers.

XHTL & CSS

The student will develop fundamental, conceptual and applied competence in this particular context. Students will be equipped with knowledge and an understanding of basic HTML and CSS coding and its use for basic website design. Students will be able to plan the structure and apply correct tools for designing a website in software like Dreamweaver. XHTML is a language used to describe data and display the content of the website. It's a combination of HTML and XML. XHTML works in different browsers like Firefox and mobile phones. Students will also develop an understanding of working with CSS, and the relationship between XHTML and CSS.

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FEES & PAYMENT
OPTIONS

PRESCRIBED
TEXTBOOKS

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