



DURATION

4 Years

ACCREDITATION

HEA/ZAQA

ZQF

Level 7

MODE OF DELIVERY

Online / Contact / Blended

INTRODUCTION

Designed to provide students with a broad education in visual communication design, this qualification provides a range of skills that will prepare you to excel in tomorrow's demanding interdisciplinary media environment.

Our curriculum combines theoretical knowledge and practical skills to foster creative solutions. Emphasis is placed on innovative problem-solving using the integration of print and digital media. This integration facilitates the effective delivery of visual communication to targeted audiences in design innovation and commercial contexts.

ADMISSION CRITERIA

- A high school certificate with a minimum of 5 subjects passed with 50% or more.
- English Language as a subject.

Applications for Recognition of Prior Learning will be reviewed on a case-by-case basis and approved at the discretion of the University Senate.

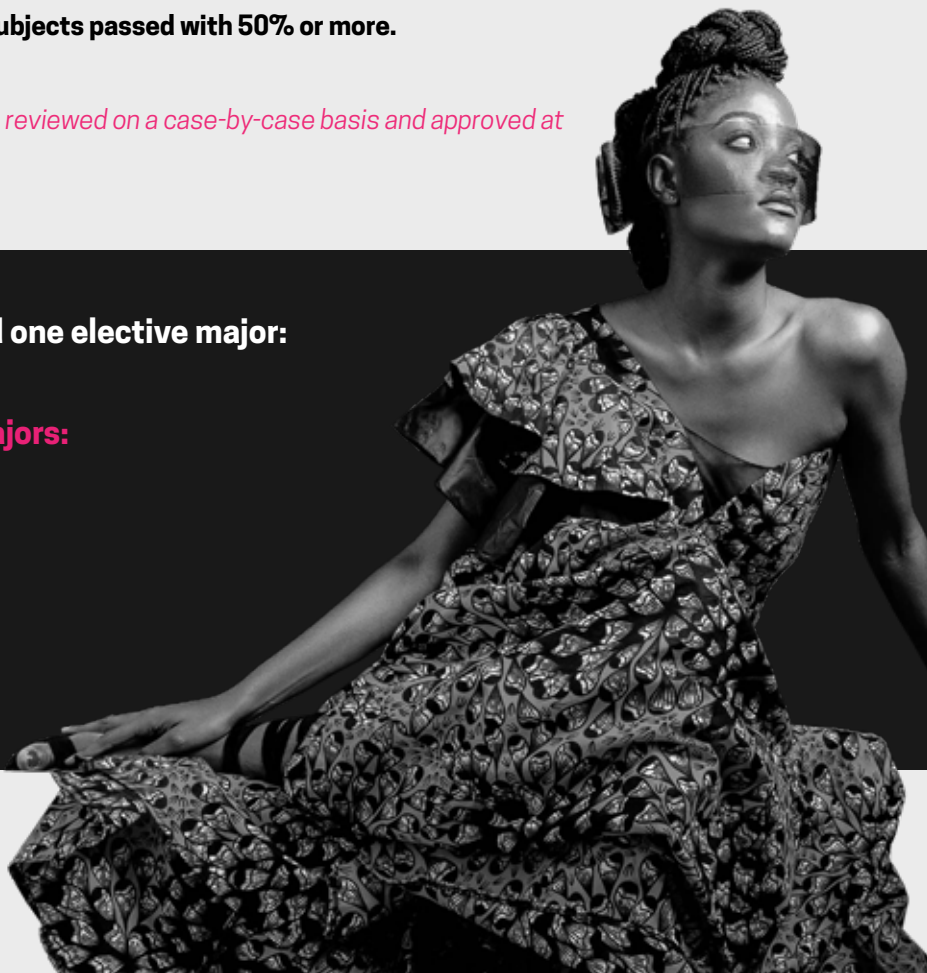
Specialise in one compulsory major and one elective major:

Compulsory Major:

- Graphic Design

Elective Majors:

- Photography
- Animation
- Film



CURRICULA

DESIGN ARTS

	YEAR 1	YEAR 2	YEAR 3	YEAR 4
CORE MODULES	- Visual Communication Theory 100 - Entrepreneurship 100 - Creativity Thinking - Design Studies - Moving Image	- Visual Communication Theory 200 - Entrepreneurship 200 - Culture, Myth & Symbolism - Major Subject Combination	- Visual Communication Theory 300 - Entrepreneurship 300 - African Philosophical Thinking - Major Subject Combination	- Academic Research - Business Practice - African Story and Ritual - Specialisation

	YEAR 2	YEAR 3
COMPULSORY	Graphic Design - Graphic Design - Layout & Composition - Textile Design - Design Patterns - Motion Graphics - Shape & Type Dynamics - Design Production - Authorship	Graphic Design - Graphic Design - Branding & Identity - Textile Design - Print & Weave - Motion Graphics - Infographics - Design Production - Creative Collaboration
	Photography - Documentary - Place & Portrait - Studio - The Photographic Metaphor - Commercial - The Photographic Object - Photographic Production - Authorship Animation - Illustration for Animation - Character Development - Traditional Animation - Paper Cutout Animation - Digital Animation - 2D Character Animation - Animation Production - Authorship	Photography - Documentary - Photojournalism - Studio - Fine Art Photography - Commercial - Fashion Photography - Photographic Production - Creative Collaboration Animation - Illustration for Animation - Abstract Realities - Traditional Animation - Animated Worlds - Digital Animation - Mixed Media - Animation Production - Creative Collaboration
ELECTIVES	Film - Documentary - The Filmic Portrait - Narrative - The Visual Narrative Sequence - Commercial - Online Adverts - Film Production - Authorship	Film - Documentary - Theme & Story - Narrative - Conceptual Film - Commercial - Shaping the Media Message - Film Production - Creative Collaboration