

BACHELOR OF ARTS IN MOVING IMAGE



DURATION

4 Years

ACCREDITATION

HEA/ZAQA

ZQF

Level 7

MODE OF DELIVERY

Online / Contact / Blended

INTRODUCTION

Designed to provide learners with a broad education in audio-visual communication, this qualification provides a range of skills that will prepare you to excel in tomorrow's demanding time-based media environment.

Our curriculum combines theoretical knowledge and practical skills to foster creative solutions. Emphasis is placed on innovative problem-solving using appropriate media to deliver effective audio-visual communication to targeted audiences in narrative, documentary, and commercial environments across traditional and new media.

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.

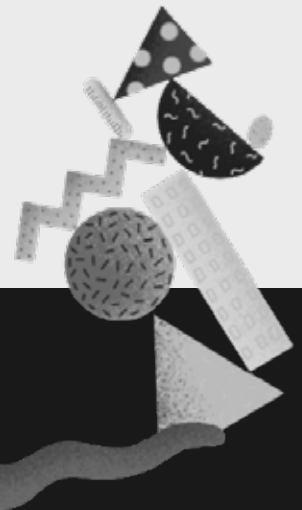
Specialise in one compulsory major and one elective major:

Compulsory Majors:

- Film
- Animation

Elective Majors:

- Photography
- Animation
- Film



CURRICULA

FILM

	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	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
ELECTIVES	Animation - Illustration for Animation - Character Development - Traditional Animation - Paper Cutout Animation - Digital Animation - 2D Character Animation - Animation Production - Authorship Photography - Documentary - Place & Portrait - Studio - The Photographic Metaphor - Commercial - The Photographic Object - Photographic Production - Authorship	Animation - Illustration for Animation - Abstract Realities - Traditional Animation - Animated Worlds - Digital Animation - Mixed Media - Animation Production - Creative Collaboration Photography - Documentary - Photojournalism - Studio - Fine Art Photography - Commercial - Fashion Photography - Photographic Production - Creative Collaboration

ANIMATION

	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	Animation - Illustration for Animation - Character Development - Traditional Animation - Paper Cutout Animation - Digital Animation - 2D Character Animation - Animation Production - Authorship	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 Photography - Documentary - Place & Portrait - Studio - The Photographic Metaphor - Commercial - The Photographic Object - Photographic Production - Authorship	Film - Documentary - Theme & Story - Narrative - Conceptual Film - Commercial - Shaping the Media Message - Film Production - Creative Collaboration Photography - Documentary - Photojournalism - Studio - Fine Art Photography - Commercial - Fashion Photography - Photographic Production - Creative Collaboration