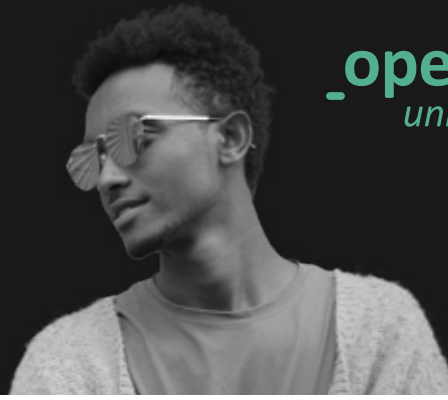




ENRICHMENT SUBJECTS



CULTURE, MYTH & SYMBOLISM

Culture, Myth & Symbolism introduces students to the nature and structure of mythical and symbolic expression across cultures. Students explore the role of myth, ritual, metaphor, and symbolism as a form of social communication that shapes both worldview and identity through mediated culture.

AFRICAN PHILOSOPHICAL THINKING

African Philosophical Thinking introduces students to key philosophical dialogues, developments, and voices in Africa over the past millennium. Students explore concepts such as the deconstruction & reconstruction of African identity, African cultural & ideological excavation, Afro-eclecticism, and the role of dialogue in shaping contemporary African thinking, as part of an ever-evolving conceptual framework.



AFRICAN STORY & RITUAL

African Story & Ritual guides students through a visual ethnographic enquiry into the story and ritual aspects of cultural expression. Emphasis is placed on understanding the process of observation and image-based documentation of socio-cultural practices. Students are introduced to archiving and curatorial practices as preservation and presentation mechanisms for image-based ethnographic enquiries.

_0 SUPPORTING SUBJECTS

ENTREPRENEURSHIP

Entrepreneurship exposes students to entrepreneurial concepts as it pertains to small business innovation for creative professionals.

Entrepreneurship is integrated into the 4th year of Small Business Strategy.



SMALL BUSINESS STRATEGY

Small Business Strategy supports students in the creative strategy development of a small business idea. Emphasis is placed on synthesising the knowledge gained in Entrepreneurship through a series of discussions, practical workshops, and facilitated studio practice. Students develop a small business idea around a creative product or service related to their area of specialisation.

CREATIVITY THINKING

Creativity Thinking provides a hands-on introduction to the act and art of creativity as an explorative process. Students explore the creative process, comprising lateral thinking techniques, idea generation, and creating an internal and external creative environment as essential skills to flourish in a creative career.



CURRICULUM

YEAR 1	YEAR 2	YEAR 3	YEAR 4
Entrepreneurship ▪ EN 101 - The Creative Arts Business Spectrum ▪ EN 102 - Small Business Concepts Creativity Thinking ▪ CT 101 - Creativity & The Creative Process ▪ CT 102 - The Creative Environment	Entrepreneurship ▪ EN 201 - Becoming an Entrepreneur ▪ EN 202 - Building Your Brand Culture, Myth & Symbolism ▪ CM 201 - Mythical & Symbolic Worldview ▪ CM 202 - Mythical & Symbolic Identity	Entrepreneurship ▪ EN 301 - Running Your Business ▪ EN 302 - The Business Plan African Philosophical Thinking ▪ AP 301 - Defining African Philosophical Thinking ▪ AP 302 - Voices in African Philosophical Thinking	Small Business Strategy ▪ SB 400 - Small Business Strategy African Story & Ritual ▪ SR 400 - African Story & Ritual

THEORY SUBJECTS

VISUAL COMMUNICATION

Visual Communication theory provides the core and essential theoretical concepts and considerations that underpin engagement with and production in the creative arts. Students explore a range of aesthetics, media, perception, and cultural theories concerning thinking about and shaping media messages and creative expression.



ACADEMIC RESEARCH

Visual Communication is integrated into the 4th year of Academic Research.

Academic Research familiarises students with research writing in the creative arts. Students are guided through the process of identifying a research topic and structuring an academic argument in the form of a formal research paper. Emphasis is placed on critical engagement with and evaluation of academic and creative discourse within a chosen area of appropriate and related interest.

YEAR 1	YEAR 2	YEAR 3	YEAR 4
- VC 101 - Aesthetics Theory - VC 102 - Perception Theory - VC 103 - Visual Logic & Applied Media Aesthetics - VC 104 - Visual Semiotics & Representation	- VC 201 - Visual Cognitive Theory - VC 202 - Reception Theory - VC 203 - Narrative Theory - VC 204 - Ideological Studies	- VC 301 - Visual Ethics Theory - VC 302 - Cultural Studies Theory - VC 303 - Visual Literacy & Critical Writing - VC 304 - Visual Semiotics & Representation	AR 400 - Academic Research