

SUPPORTING SUBJECTS



ENRICHMENT SUBJECTS

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, including lateral thinking techniques, idea generation, and creating an internal and external creative environment as essential skills to flourish in a creative career.



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 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.





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 conversationalism as elements of an everevolving conceptual framework that shapes contemporary African thinking.

ENTREPRENEURSHIP

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

Entrepreneurship articulates into Small Business Strategy on 4th year level.



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.

CURRICULUM

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

THEORY SUBJECTS

LITERARY THEORY

Literary Theory provides student writers with the fundamental theories and methods associated with the production of literature. This enables students to develop their skills in one or more genres while deepening their understanding of the craft of writing.

Students explore the history of literary criticism, research methods, essay writing skills, the forms of fiction, and the theoretical underpinnings of African critical thought as it relates to poetry, prose, theatre, film, and media.



ACADEMIC RESEARCH

Literary Theory 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
▪ LT 101 - Introduction to Literary Theory & Narrative Theory ▪ LT 102 - Literary Genres ▪ LT 103 - Representation & Power ▪ LT 104 - Literary Non-Fiction Representation	▪ LT 201 - Narratology ▪ LT 202 - Deconstruction & Oral Literature ▪ LT 203 - Postcolonialism ▪ LT 204 - Post-Modernism	▪ LT 301 - Affect Studies ▪ LT 302 - Posthumanism & Transhumanism ▪ LT 303 - Ecocriticism ▪ LT 304 - From Theory to Research	▪ AR 400 - Academic Research