



Fact Sheet

Diploma in Visual Communication



Creative &
Technology
Universitas

Diploma in Visual Communication

FACULTY OF DESIGN

Higher Education Studies: 2024 Fact Sheet

Programme Title	SAQA ID	Credits	NQF
Diploma in Visual communication	94158	360	6

Available at: Bloemfontein, Boksburg, Polokwane, Potchefstroom, Pretoria, and Stellenbosch campus.

Programme description

This Diploma empowers you to craft compelling design solutions that captivate, inform, and inspire audiences. From corporate branding to web design, you'll explore a diverse range of mediums and techniques, preparing you for dynamic roles in advertising, editorial design, and interactive media.

Visual communication (also referred to as graphic design) implies the development of design solutions to persuade, entertain, inform, and educate an observing audience regarding products, services and ideas. The field of visual communication encompasses the development of corporate identity, packaging design, editorial design, promotional campaigns, interactive media and web design.

The purpose of this qualification is to:

- ▶ Learn to develop innovative and appropriate design solutions
- ▶ Foster the effective communication of ideas
- ▶ Advance students' technical skills in the execution of design solutions
- ▶ Supply students with theoretical knowledge that underpins practical execution

Admission requirements

The minimum entry requirement for this qualification is:

- ▶ National Senior Certificate (NSC) or equivalent with diploma exemption,
- ▶ A minimum of 30% in English, the language of teaching and learning of the higher education institution
- ▶ An achievement rating of 3 (Moderate Achievement, 40- 49%) or better in four recognised NSC 20-credit subjects.
- ▶ Art portfolio and Interview

Mode of study | Duration

Day Classes (full time): 3 Years (5 days/week)

Programme outline

Year 1 Semester 1 Subjects:

- ▶ DPR511: Design Practice 1A
- ▶ DRW511: Principles of Drawing 1A
- ▶ ENG511: English Communication
- ▶ DPO511: Design Programmes 1A

Year 1 Semester 2 Subjects:

- ▶ DPR512: Design Practice 1B
- ▶ AHI512: Art History 1
- ▶ PMA512: Principles of Marketing 1
- ▶ DPO512: Design Programmes 1B
- ▶ DRW512: Principles of Drawing 1B

Year 2 Semester 1 Subjects:

- ▶ DPR621: Design Practice 2A
- ▶ DPO621: Design Programmes 2A
- ▶ AHI621: Art History 2

Year 2 Semester 2 Subjects:

- ▶ DPR622: Design Practice 2B
- ▶ DPO622: Design Programmes 2B
- ▶ PMA622: Principles of Marketing 2
- ▶ PPH622: Principles of Photography

Year 3 Semester 1 Subjects:

- ▶ DPR731: Design Practice 3A
- ▶ AHI631: Art History 3A
- ▶ DPO631: Design Programmes 3A

Year 3 Semester 2 Subjects:

- ▶ DPR732: Design Practice 3B
- ▶ PPR732: Professional Practice
- ▶ DPO632: Design Programmes 3B

*** Note that it is compulsory for all students to complete 160 hours of WIL in the work place.** Prerequisites for the Diploma in Visual Communication: DPR511, DPR512 for DPR621, DPR622, DPR621, DPR622 for DPR731, DPR732

Overview of Modules

Design Practice 1A

The module introduces the student to fundamental design principles and elements. Students are further engaged with steps in the design process through practical application, such as research, conceptual development, execution, and presentation.

Design Practice 1B

Students are introduced to various sub-disciplines within graphic design during this module, including corporate identity development, packaging design, and promotional design. Students must apply knowledge of the design process, visual research and creative strategies in developing and executing visual solutions for a single element in a campaign.

Principles of Drawing 1A

The purpose of this module is to develop students' observational and technical skills through engagement with subject matter such as still-life's, landscapes, interior and exterior perspectives. Students are introduced to basic drawing principles and challenged to apply these principles in a variety of drawing activities.

Principles of Drawing 1B

The purpose of this module is to encourage conceptual thinking and exploration of media use to develop original and appropriate illustrative content for a variety of applications.

Design Programs 1A

The purpose of this module is to provide students with practical knowledge of industry-standard desktop publishing software. Students are required to apply knowledge of a vector-based software package in developing digital art.

Design Programs 1B

The purpose of this module is to provide students with practical knowledge of industry-standard desktop publishing software. Students are required to apply knowledge of a raster-based software package in developing digital art.

English Communication

The purpose of this module is to develop students' ability to write fictional and non-fictional scripts. Through practical application, the further module improves students' general writing skills for application in the visual communication field.

Principles of Marketing 1

The purpose of this module is to supply students with basic knowledge and understanding of key concepts and terminologies used in marketing. Students are further required to apply marketing concepts to the development of basic marketing strategies.

Art History 1

This module aims to introduce students to the development of art from the Renaissance up to the 19th century. Students must demonstrate knowledge of stylistic and thematic traits associated with various periods and art movements. The module aims to develop students' visual and textual analysis skills and conduct primary research.

Design Practice 2A

During this module, students apply fundamental knowledge acquired in year one to solve more complex design problems. Students are required to develop innovative visual solutions for multiple elements in a campaign.

Design Practice 2B

This module continues the intermediate phase of development. Students deepen their technical skills during this module and are challenged to develop final art using industry-related traditional and digital media.

Design Programs 2A

During this module, students engage with industry-standard software predominantly used to develop and execute multiple page layouts. Students will further engage

with terminologies and processes involved in desktop publishing (DTP) and are required to apply these processes to the creation of final art.

Design Programs 2B

The purpose of this module is to introduce students to the development of web sites. Students will acquire knowledge of terminologies and processes applied in the web development cycle. Students are further introduced to web development software packages and are required to design, execute and publish a web site.

Art History 2

The purpose of this module is to introduce students to the development of art in the 19th century. The module engages students with various art movements and fosters an understanding of contextual influences on skill development in the 20th century. The module aims to advance students' knowledge of historical art movements and their ability to conduct academic research and writing.

Principles of Marketing 2

The purpose of this module is to advance students' knowledge of one particular concern of marketing – Advertising. Students engage with the theory underpinning advertising media and campaign planning.

Principles of Photography 2

The purpose of this module is to introduce students to basic photographic techniques and processes. Students are further required to develop a set of images for application in a visual communication project or campaign.

Design Practice 3A

This module requires students to develop campaigns demonstrating their ability to solve complex design problems rooted in contemporary design theory and practice. In addition, students develop the ability to assess their work and the work of others in relation to current professional practices. They further need to clearly articulate their design ideas in the context of research conducted in written and verbal modes.

Design Practice 3B

During this module, students refine previously acquired knowledge of graphic design by developing a portfolio consisting of projects that demonstrate their ability to develop innovative concepts and execute design ideas in a visually exciting and professional manner.

Design Programs 3A

During this module, students engage with industry standard software predominantly used to develop and execute video content. Students apply knowledge of video editing to develop, execute and publish innovative multi-media content consisting of moving images, still images and sound.

Design Programs 3B

This module aims to introduce students to basic vector animation, motion graphics, and visual effects (VFX). Students are introduced to animation and visual effect software packages. They must design, execute and publish video content containing cinematic film titles, intros and

transitions, animated logos and characters in a 2D/3D space.

Art History 3

The purpose of this module is to introduce and create an awareness of the transgressive nature of 21st-century art and design activities and the theories that underpin them. The module aims to develop the student's existing knowledge of art and design history and provide students with the knowledge gained to interpret information and solve given problems within an art historical context. Students' basic research and academic writing skills are reinforced.

Professional Practice

The purpose of this module is to supply students with an understanding of professional design practice. Students engage with various aspects relating to the visual communication industry that includes contractual negotiation and ethical practice.

Teaching and Learning Methodology

A blended teaching and Learning methodology is followed. All theory classes will be conducted Virtually through Lecturer-led interactive teaching on a national basis. A flipped classroom approach will be followed in some sessions. This means that students are introduced to content at home and practice working through it during the applicable session, either the virtual theory sessions or the practical sessions.

All students will be allocated to lecturers that are not necessarily based at the campus of enrollment but who will always be subject matter experts. CTU implements a national academic standard and all lecturers have been appointed on the same criteria and use the same academic content in the teaching and learning process. The adherence to a national academic standard is monitored by the Academic Management team at the Head office. Therefore, all students will continue to receive the same quality of education.

Students will attend some practical, group, and research sessions on campus or virtually. The same work and time will be spent on both methods, face to face and VLIT, with students. Extra practical sessions can be booked at the campus with the Campus Operational Manager. Students will be expected to attend practical, group, and research classes on campus a minimum of two days a week, as per the campus schedule.

Textbooks and e-guides

A list of prescribed textbooks will be provided in your e-guides. Students will receive an electronic version of the academic guides (e-guides) for this programme on the Teaching and Learning platform. Access is available to an electronic library of textbooks on O'Reilly, and it is included in the fees.

Technology hardware, software and data requirements

A laptop is required to access the VLIT sessions, all study material, and complete assessments etc.

For additional information please consult the CTU Bring your own device guide. [Device Specifications and Stationery List](#)

A minimum of 20 GB data per month (uncapped recommended) is required to access training material.

Student Support

Student support sessions with the facilitator will also take place on a one-on-one basis either virtually or physically at the campus per appointment or per the academic schedule.

Certification

On successful completion of the programme, the student will receive a Diploma in Visual Communication.

International Certifications

Adobe Certified Professional in:

Year 1: Included in price

▶ Graphic Design & Illustration Using **Adobe Illustrator**

Year 1: Students own account

▶ Visual Design Using **Adobe Photoshop**

Year 2: Included in price

▶ Print & Digital Media Publication Using **Adobe InDesign**

Year 3: Included in price

▶ Digital Video Using **Adobe Premiere Pro**

Year 3: Students own account

▶ Visual Effects & Motion Graphics Using **Adobe After Effects**

Further studies

Students may pursue further studies in Visual Communication or Graphic Design at an accredited institution of Higher Education. Admission to further your studies at a different institution remains the prerogative of each institution and its academic council.

Career fields

Students can be employed in the following career fields:

- ▶ Graphic design
- ▶ Visual Communication Design
- ▶ Multi-media design
- ▶ Interactive design
- ▶ Publishing

Pricing*

Diploma in Visual Communication

Programme	Registration Fees	Tuition fee
Year 1	R9 000	R62 000
Year 2	R9 000	R65 100
Year 3	R9 000	R68 355
Adobe CC student yearly subscription		R4 255

* Excludes external fees and identified textbooks if applicable.

* Prices are subject to annual adjustments.

Payment

Visit our website to view the payment method. [Payment Methods](#).

[APPLY for Student Loan HERE!](#)

Additional costs

Students must make provision for additional items such as textbooks, stationery, supplementary examinations, research costs and printing, field trips etc.

Disclaimer

The content of this fact sheet is subject to change without notification due to market trends in the industry, legislation and/or programme version updates. Refer to website for the latest version of the prospectus. Creative & Technology Universitas, a division of CTU Training Solutions (PTY) Ltd, reserves the right to change the programme content without prior notice. Additional international exams may be written but are not included in the programme fee. Minimum student (capacity) group sizes will fall into the Virtual Instructor-Led programme commencing in the months of February & July of each year.

I (Name of student):..... hereby acknowledge that I understand the information stated in this document and fully comprehend the specifics explained above pertaining to this qualification.

Student signature:.....

Signature of legal guardian:.....

Name of legal guardian:.....

Consultant signature:.....

Name of sales consultant:.....

Date:.....

* Please note the original signed copy should be kept on the student record file.

CONTACT US

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