



STELLENBOSCH ACADEMY  
OF DESIGN & PHOTOGRAPHY

BACHELOR OF ARTS HONOURS  
**IN VISUAL COMMUNICATION**

**1 YEAR - FULL-TIME - NQF 8**

**2025 APPLICATION**



# 2025 APPLICATION

BA HONOURS IN VISUAL COMMUNICATION

## APPLICATION REQUIREMENTS

01

### ACADEMIC REQUIREMENTS

- Certified copy of National Senior Certificate (NSC)
- Certified copy of your undergraduate Degree or Transcript in appropriate area of study
- Applicants should have received a minimum average of 60% (in each of the theory and practical subjects) in the final year of their BA in Visual Communication qualification from the Stellenbosch Academy of Design and Photography or any other relevant undergraduate qualification

02

### ONLINE APPLICATION REQUIREMENTS

- Completed online application submission
- Online upload a Certified copy of ID/Passport
- Upload proof of payment of R800 application fee (non-refundable)

03

### PORTFOLIO REQUIREMENTS

- A sample of academic writing that demonstrates research, writing and referencing competency (See below)
- A portfolio of creative work within the field of visual communication (See below)
- A letter of motivation where you explain why you are applying to study a BA Honours in Visual Communication at the Stellenbosch Academy. It is important to outline what you hope to learn or achieve while working on a self-directed creative project. In short, please give some insight into what skills are you wanting to refine and what your academic and creative goals are.

04

### APPLICATION SUBMISSION

- Compile a document (pdf) with all the administrative and creative requirements
- Submission will take place online. See link on our website: [www.stellenboschacademy.co.za](http://www.stellenboschacademy.co.za) to access our application portal

## APPLICATION DEADLINES

23 AUGUST / 4 OCTOBER / 2 DECEMBER 2024

Feedback can be expected within 10 working days from the application deadline.



## PORTFOLIO REQUIREMENTS

BA HONOURS IN VISUAL COMMUNICATION

### ACADEMIC WRITING REQUIREMENTS:

You are encouraged to choose a piece of writing from your undergraduate degree that demonstrates the following skills:

- The ability to conduct academic research, including finding appropriate content in academic journals, books and other publications, online and popular sources.
- The ability to craft a clear argument that is substantiated by research and analysis of examples of visual communication.
- The ability to write in an academic tone and structure an essay in the appropriate format.
- The correct and consistent use of an academic referencing system, such as the Harvard Referencing Style.
- Please share a complete sample of academic writing and not an extract. The word count of the sample should be above 1500 words. Typically, applicants submit an undergraduate 3rd year research essay.

### CREATIVE WORK REQUIREMENTS:

We require you to share a digital portfolio which may be presented in the form of a PDF or a link to your work on an online platform, such as Behance or a website.

In addition to the final work shown in your portfolio, we are also interested in the conceptual development of your response to the brief and the process work that you did to arrive at the final solution. The portfolio must please include a synopsis of the brief and provide an insight into your thinking and design process including testing and other aspects of the iterative process. This may be submitted as a separate PDF with unpacking boards if you do not wish to show process work on Behance or on a website.

We want to get a full sense of who you are as a creative. If you have evidence of freelance work, inclusion in publications or exhibitions, or other personal projects that you have undertaken, please share these links and other forms of documentation.

### FOR FURTHER ASSISTANCE

We are excited to discuss the honours programme more fully with you and get to know your interests and aspirations. We will contact applicants and encourage you to book an online or in person meeting with the BA Honours Programme Co-ordinator,  
Dr. Annabelle Wienand: [annabelle@stellenboschacademy.co.za](mailto:annabelle@stellenboschacademy.co.za)



## FINANCE & FEES

BA HONOURS IN VISUAL COMMUNICATION

### COURSE FEES

Students are required to make financial provision for the following goods, which are not included in the course fees:

- **PRINTING AND COPY COSTS**
- **ADOBE LICENSING (PRICE ON REQUEST)**

### BANKING DETAILS

**ACCOUNT NAME:** Stellenbosch Academy of Design and Photography Pty Ltd

**BANK NAME AND BRANCH:** ABSA Stellenbosch

**ACCOUNT NUMBER:** 4055051024

**BRANCH CODE:** 632005

**REFERENCE:** Student name and surname

### ADDITIONAL INFORMATION FOR INTERNATIONAL APPLICANTS

**BANK ADDRESS:**

Oude Bloemhof Building, 18 Plein Street, Stellenbosch, 7600, ZA

**SWIFT CODE:** ABSAZAJJ

**REFERENCE:** Student name and surname

**\*PLEASE NOTE:** please use the **full account name** as stated above Stellenbosch Academy of Design and Photography Pty Ltd or the transaction will not be released by ABSA.