



STELLENBOSCH ACADEMY
OF DESIGN & PHOTOGRAPHY

BACHELOR OF ARTS IN **VISUAL COMMUNICATION**

DISCIPLINES: APPLIED ILLUSTRATION DESIGN, ART DIRECTION, GRAPHIC DESIGN,
MULTIMEDIA DESIGN STUDIES OR PHOTOGRAPHY

3 YEARS - FULL-TIME - NQF 7

2025 **APPLICATION**



2025 APPLICATION

BA IN VISUAL COMMUNICATION

APPLICATION REQUIREMENTS

01

ACADEMIC REQUIREMENTS

- Learner: Grade 11 December and Grade 12 mid-year results
- Post Matric: Certified copy of NATIONAL SENIOR CERTIFICATE (NSC)

02

ONLINE APPLICATION REQUIREMENTS

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

03

CREATIVE REQUIREMENTS

- Completed creative portfolio submitted to the Application Portal.

04

APPLICATION SUBMISSION

- Submission will take place online. See link on our website: www.stellenboschacademy.co.za to access our Application Portal.

APPLICATION DEADLINES

31 MAY 2024 | 31 JULY 2024

First Application Deadline:

31 May 2024 / Feedback on applications can be expected by **21 June 2024**

Second Application Deadline:

31 July 2024 / Feedback on applications can be expected by **21 August 2024**



CREATIVE PORTFOLIO

BA IN VISUAL COMMUNICATION

INSTRUCTIONS: THERE ARE FIVE (5) CREATIVE TASKS FOR YOU TO COMPLETE. READ EACH OF THE FOLLOWING SECTIONS CAREFULLY. NUMBER AND CAPTION EACH TASK CLEARLY.

It is important that you document your process of creating this work. Please do not exclude this from the submission.

There are no “wrong” or “right” answers, nor ways of execution. We are more interested in the creativity than the technicality of your final product. Be yourself, and most of all, be creative!

TASKS

COMPULSORY

EXTRA



TASK 1: WRITTEN TASK

This is your opportunity to tell us about yourself! Write a short response, to answer the prompt below.

Prompt: Can you remember the first time that you came across a piece of visual communication in the public domain that impacted you and fundamentally changed the way you view the world? This could be a work of art, a film, an advert, poster, for example. Tell us about this experience.

We are interested in understanding your unique voice and personal experiences. Emphasize your personal insights and reflections. Please note that the use of artificial intelligence or automated tools to generate or enhance your response is not permitted. We value authentic, individual responses that reflect your genuine thoughts and experiences.

WHAT TO SUBMIT?

**Word count no less than 300 words, and not exceeding 500 words.
Include the image that you are speaking of so that we have context.
Save this as a PDF document, once you have done a spell check.**

What we are looking to see:
In this task, we are evaluating your ability to express yourself in the written form.



TASK 2: PHOTOGRAPHIC EXPLORATION

For this task, you have **two options**. You can either create a photographic essay **or** a single portrait.

PHOTO ESSAY

THEME: VISUALLY, TELL US ABOUT A MYTH, FOLKLORE OR FAIRYTALE OF YOUR CHOICE USING ONLY 6 IMAGES.

01

WHAT IS A PHOTO ESSAY?

A photo essay is intended to tell a story or to evoke an emotion from the viewers through a series of photographs. They allow you to be creative and fully explore an idea through photographic images without having to use text to explain each image.

HOW DO I CREATE A PHOTO ESSAY?

We would like you to create a photo essay of no more than six images that reflect your subject matter of choice.

Please ensure that the photographs submitted are your own, and that they are taken with this task in mind. No source images are to be included. We want to see your lens on the world.

You may use either your mobile phone or a digital camera to capture these images.

WHAT TO SUBMIT?

Submit a short, written paragraph explaining your narrative and why you chose to photograph the subject matter of choice. What is the myth, folklore or fairytale that you have depicted?

Fill one page with an image. You will have six pages. Save these as a PDF with the images in your chosen order, with the short, written paragraph at the final page of the document.

PHOTOGRAPHIC PORTRAIT

THEME: A NON-CONVENTIONAL FAMILY PORTRAIT. CAPTURE WHAT YOU WOULD CONSIDER TO BE YOUR FAMILY, WITHOUT TAKING A PHOTOGRAPH OF ANYONE'S FACE(S).

02

WHAT IS A CONCEPTUAL PHOTOGRAPHIC PORTRAIT?

A conceptual portrait is a unique and artistic photograph that goes beyond capturing physical appearance, aiming to convey a specific idea, emotion, or theme through creative composition, symbolism, and visual storytelling.

HOW DO I CREATE CONCEPTUAL PHOTOGRAPHIC PORTRAIT?

In this task, you are asked to create a Portrait to depict Family. However, we do not want you to be too literal. Think of how you can represent your interpretation of family in a visually interesting way. Please ensure that the photograph submitted are your own, and that they are taken with this task in mind. No source images are to be included. We want to see your lens on the world.

You may use either your mobile phone or a digital camera to capture your portrait.

WHAT TO SUBMIT?

Submit a short, written paragraph explaining your concept and why you chose to photograph the subject matter of choice. How is this image representative of your "family portrait"?

Fill one page with the image. You will have a single page. Save these as a PDF. Combine this with a short-written paragraph on a separate page.

What we are looking to see:

In this task we are looking to see how you communicate ideas visually. How have you engaged with the theme, and expressed your ideas coherently?

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TASK 3: OBSERVATION DRAWING

Identify an interesting object from your direct environment that will be interesting to draw. Some objects are more interesting to draw than others! Think carefully about your selection taking guidance from below.

Opt for items with distinct shapes, textures, or intricate details. Consider items that may cast interesting shadows or have a play of light and dark.

- Antique or weathered objects with intricate details.
- Textured fabrics, such as lace or knitted items.
- Metal objects with reflective surfaces.
- Everyday items with strong shadows, such as keys, plants, or kitchen utensils.
- Objects with interesting contours or irregular shapes, like shells or crumpled paper.

HOW DO I START?

Set up your object with a lamp, or next to a window so that you can create a strong sense of directional light. This will help create interesting shadows around and, on your drawing, creating visual interest.

Please complete this drawing in monochrome (no colour). Materials that you could use fine-liner pens, brushes and ink, (you may need water to clean your brushes whilst you are working), graphite pencils, charcoal or Copic markers. You may combine different drawing tools (known as drawing media).

WHAT TO SUBMIT?

Using your preferred drawing media carefully complete a realistic drawing of this object. Make sure that you are using the whole page A4 page.

The drawing should take you an hour and a half to two hours depending on the object selected.

You may not draw from a photograph or the internet. This must be a physical object. However, if you can provide a picture of the item you selected, this would be great reference for us to understand your selection! Save this as a .jpg and submit it alongside your drawing.

What we are looking to see:

In this task, we are looking to see your ability to follow instructions and demonstrate a willingness to execute tasks that sometimes feel intimidating.



TASK 4: ARTFUL REIMAGINING

In the tasks that you have been completing thus far, you have been looking at your life, your routines and the objects that surround you. For the next task, we are going to create something completely new!

WHERE TO BEGIN?

Turn a common household item that would typically be discarded into something useful or artistic. Present your upcycled creation along with a brief description of its purpose. You are welcome to combine different objects to create something unique.

In a PDF document your process of creating this unique object in a paragraph or two. Max 300 words.

Introduction: Begin by introducing the project. Briefly describe the common household item you've chosen for upcycling and explain the inspiration behind transforming it into something useful or artistic.

Process: Document the process of creating your object using photographs. Add in comments to explain the process. Document any creative decisions you make along the way. Explain why you chose specific colours, patterns, or elements. Highlight moments where you had to improvise or adjust your original plan.

Final Object: Take a photograph of the final object. Fill an A4 page with the image, so that we can see your creation!

Reflection: Conclude by taking a few moments to describe how you experienced the upcycling process. Discuss what you learned, any unexpected challenges, and how the final result aligns with or deviates from your initial vision.

WHAT TO SUBMIT?

Save the document as a pdf for your final upload.

What we are looking to see:

In this task, we are seeking to evaluate your ability to think creatively and problem-solve.

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TASK 5: CREATING UNIQUE LETTERING

For this task, imagine you are working as a visual communicator for a client. You need to create a custom font for the following brand.

WHERE TO BEGIN?

Fati's & Moni's spaghetti

Use the product to create your letter forms. You can deconstruct, reconstruct and reimagine the product to create unique lettering. Your goal is to fashion each letter of the alphabet using spaghetti noodles, considering shape, form, and the tactile nature of this edible material.

RESEARCH:

Look at letter forms in an eccentric, expressive way will allow your lettering to stand out from the rest. Consider a rough outline for your design concept for your lettering.

Show your research and exploration in developing your lettering phrase. Document one page of research, and one page development and experimentation with creating interesting letter forms.

DEVELOPMENT:

Begin forming each letter of the alphabet with the spaghetti noodles. Pay attention to the curves, angles, and connections between letters.

Experiment with layering or intertwining noodles to add complexity. Document this experimentation. Show at least 5 options that you did not choose as your final. These can be roughly plotted and photographed with some notes on what you think worked and did not work.

WHAT TO SUBMIT?

The letters must be your own, be careful not to copy someone else's work when looking for inspiration in your research process.

You can think about how you can enhance your unique lettering by incorporating additional edible elements. What additional elements could complement or enhance your lettering?

Capture your spaghetti lettering by photographing it. Consider lighting to make it easy to see your creation. Consider presenting your work on a visually appealing background or setting.

Save as a PDF. Please include the process of your design in the portfolio submission. This includes your research that influenced your idea, as well as any inspiration, process work or experimentation. Alongside your creation, provide a short written description explaining the inspiration behind your spaghetti typography. Share any challenges you faced during the process and how you overcame them.

What we are looking to see:

In this task, we are seeking to see your ability to experiment and find unique solutions for design problems.

TIPS:

- Explore different pasta types for varied textures and thickness.
- Play with colour contrasts using sauces or vibrant vegetable elements.
- Consider the cultural or emotional connotations associated with certain letters to guide your design choices.

This task encourages you to think outside the conventional artistic mediums and experiment with the malleability of spaghetti to create a one-of-a-kind piece of edible lettering. Have fun, embrace the unexpected, and let your culinary creativity shine!

TASK 6: OPTIONAL

Please feel free to share a snapshot of some of the work that you have created in the past that you are most proud of. This can be from school, art-classes, or just projects that you completed in your spare time for the joy of creating! This can be any medium of your choosing. Please make sure that you write a short description (no more than two or three sentences) of these pieces including the medium used, the inspiration behind the piece and how long you spent completing it.

WHAT TO SUBMIT?

Please submit as photographs or scans, in a PDF clearly labelled as "creative projects". Please limit this to 5 pages/images.

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FREQUENTLY ASKED QUESTIONS:

HOW LONG SHOULD I SPEND ON THE CREATIVE PORTFOLIO?

This is your opportunity to show the team at the Academy who you are and what you are about. With this in mind, you do not want to rush the process, or overthink it too much either! Our best advice is to get started as soon as possible so that you can create something you are proud of. Each task should take you no less than 1-2 hours as a minimum, depending on how much you want to play and refine the final product.

HOW DO I SUBMIT THE CREATIVE PORTFOLIO?

Please upload your work as follows:

- Save this as a single PDF document
- A4 size in chronological order (Task 1, Task 2, Task 3, etc.)
- Work should be scanned in or photographed. If photographing your work, make sure the photographs are taken in a well-lit space, placed on a flat surface with minimal background clutter.
- If you are scanning in your work, make sure that the scans are at a quality of 300DPI.
- Make sure that the work is clearly labelled (Task 1, Task 2, Task 3, etc.) and all components are identifiable.

WHAT IF I CAN'T DRAW?

We do not expect anyone to be an accomplished artist. You will develop your drawing skills when you join us! This is simply a task designed for us to see "where you are at". So, try and enjoy the process.

I AM STUCK ON A TASK THAT I DO NOT UNDERSTAND. WHAT DO I DO?

Reach out to us! We are here to assist you in any way possible. Our lecturing team are more than happy to give guidance, as long as you are motivated and ready to give it your best shot.

WHO CAN I CONTACT IF I NEED MORE GUIDANCE REGARDING THE PORTFOLIO?

Louise van Wyk: louise@stellenboschacademy.co.za



FINANCE & FEES

BA IN VISUAL COMMUNICATION

COURSE FEES

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

- **ART KIT** (PRICE AVAILABLE ON 1 NOVEMBER 2024)
- **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.