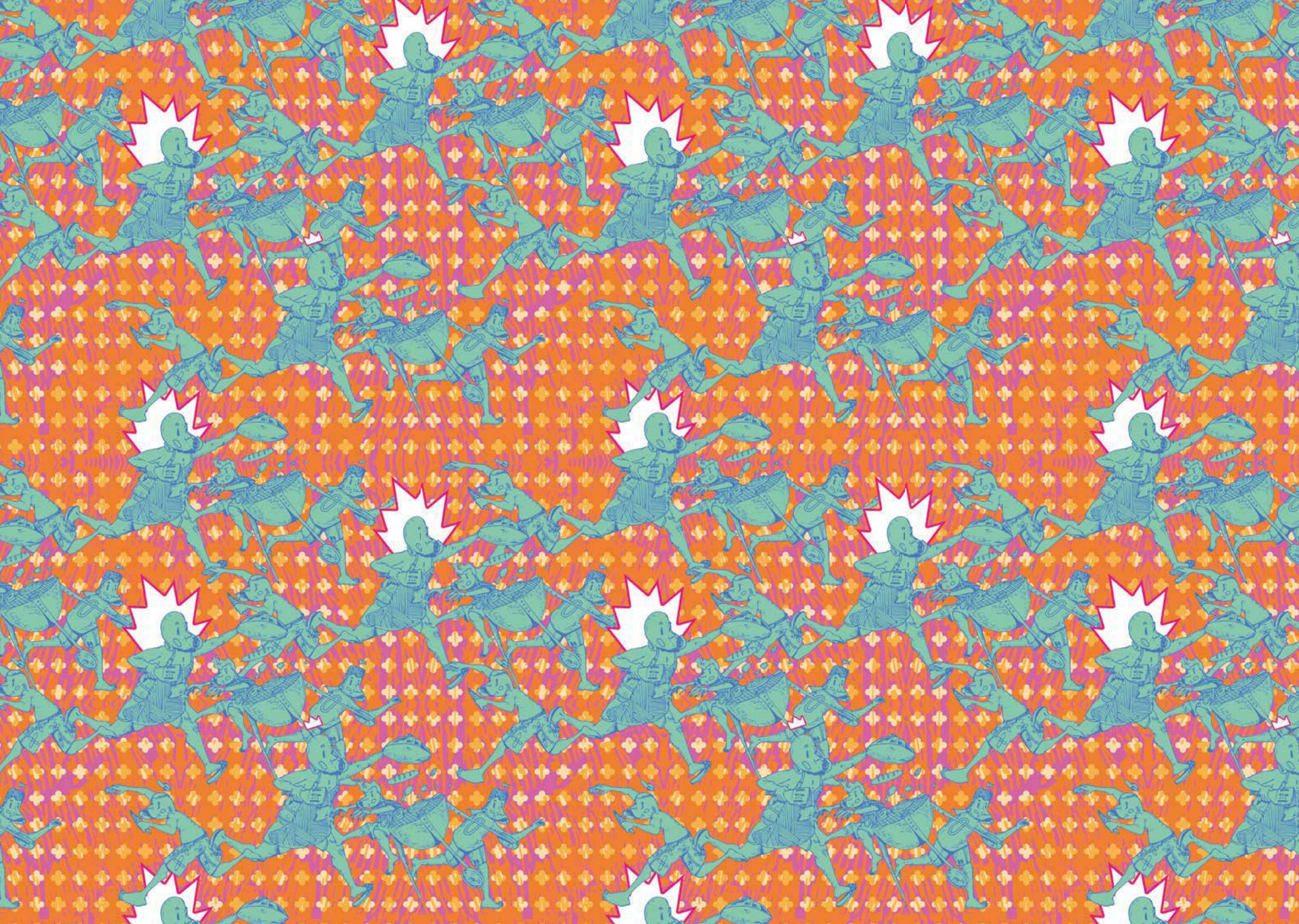




STELLENBOSCH ACADEMY
OF DESIGN & PHOTOGRAPHY



CRITICAL THINKERS
CREATIVE **INNOVATORS**
RELIABLE RESEARCHERS
ASTUTE **STRATEGISTS**
PROBLEM SOLVERS
COMPELLING **COMMUNICATORS**
RESPONSIBLE CITIZENS
EFFECTIVE **NEGOTIATORS**
CRITICAL THINKERS
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Real-world briefs and exposure to the industry are important to us as we prepare students to envisage and co-create the future through lifelong learning and activism. We foster self-aware students who are capable of dealing with complex social and cultural issues in an informed way through research, understanding and empathetic engagement.

The theoretical underpinning of our curriculum provides students with awareness, sensitivity, and critical understanding while creativity facilitates critical research, conceptual thought, innovative process, and impactful visual communication. Additionally, the use of appropriate technology allows enhanced collaboration and productivity. While a global mind-set is important, we will always celebrate our African cultural context and creativity.

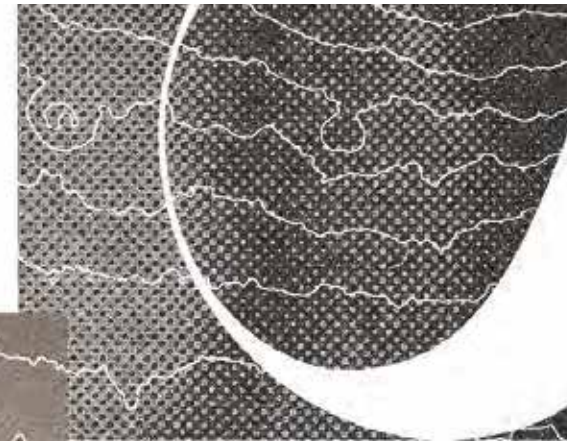
As a private higher educational institution, our mission is to provide students with an exceptional learning environment, a world-class curriculum, and a solid foundation upon which to build a successful professional future in the visual communication industry.

Stellenbosch Academy is a registered and accredited private higher education institution providing educational programmes in visual communication. We've built our curriculum around creative problem solving, critical thinking, and business acumen. We strive to equip students with industry-ready skills and a mindset that will make a positive impact on society and the environment. We believe critical thinking and creativity can spearhead a more ethical and sustainable way of being in the world.



We aim to nurture and grow the world's best creatives, people who can think in new ways and solve problems – communications-based or otherwise. We believe that creativity can and will change the world for the better when harnessed properly and we aim to create the right environment for it to flourish. Cultivating creative futures brings this all together. This includes not just the futures of our students but also the positive potential futures for our society at large, which can be achieved through creativity.

Our vision is to build a self-sustaining, landmark higher educational institution that consistently develops graduates who are highly motivated critical thinkers and innovators who use all forms of visual communication to impact our economic, social, and environmental spheres positively at a local, national, and global scale.





WHAT MAKES US DIFFERENT?

- 01 **OUR STUDENTS** ARE AT THE **CENTRE** OF OUR **TEACHING AND LEARNING PHILOSOPHY.**
- 02 OUR **UNIQUE PROGRAMMES** ARE OFFERED WITHIN AN **EXCEPTIONAL LEARNING ENVIRONMENT.**
- 03 OUR **ACADEMIC STAFF** ARE **HIGHLY QUALIFIED, EXPERIENCED AND INSPIRATIONAL.**
- 04 STUDENTS **ENGAGE WITH A RANGE OF DISCIPLINES.**
- 05 **WE VALUE AND EMBRACE** PERSPECTIVES THAT ARE **MULTICULTURAL AND INCLUSIVE.**
- 06 WE STRIVE TO **DEVELOP INDIVIDUAL POTENTIAL,** SO OUR GRADUATES BECOME **CRITICAL AND INNOVATIVE THINKERS.**
- 07 OUR STUDENTS ARE **INDUSTRY-READY UPON COMPLETION** OF THEIR STUDIES.

**WE STRIVE
TO DEVELOP
INDIVIDUALS
WHO WILL BE:**

CRITICAL THINKERS

CREATIVE INNOVATORS

RELIABLE RESEARCHERS

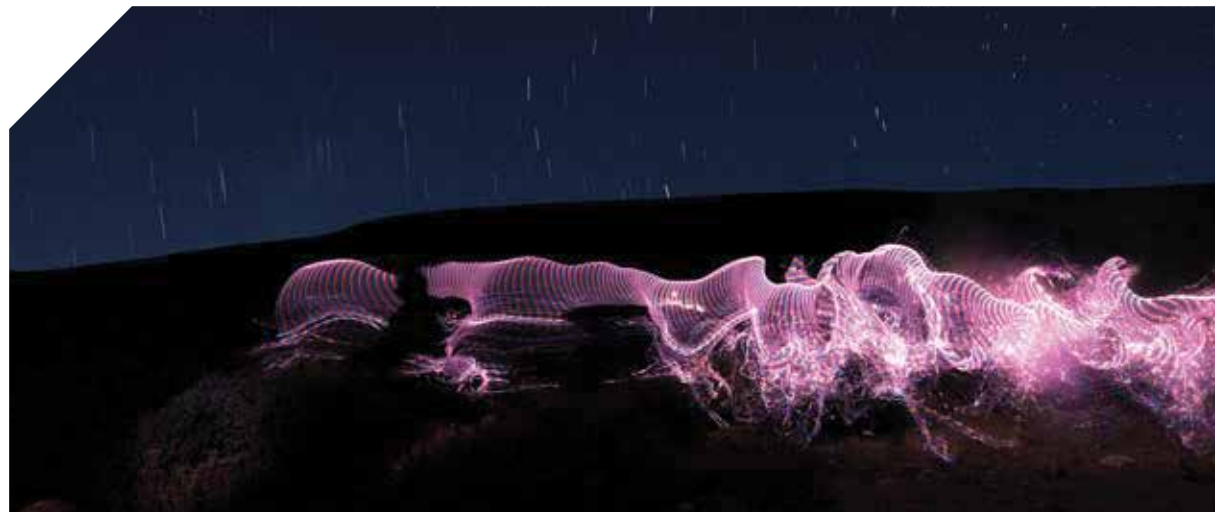
ASTUTE STRATEGISTS

PROBLEM SOLVERS

COMPELLING COMMUNICATORS

RESPONSIBLE CITIZENS

EFFECTIVE NEGOTIATORS





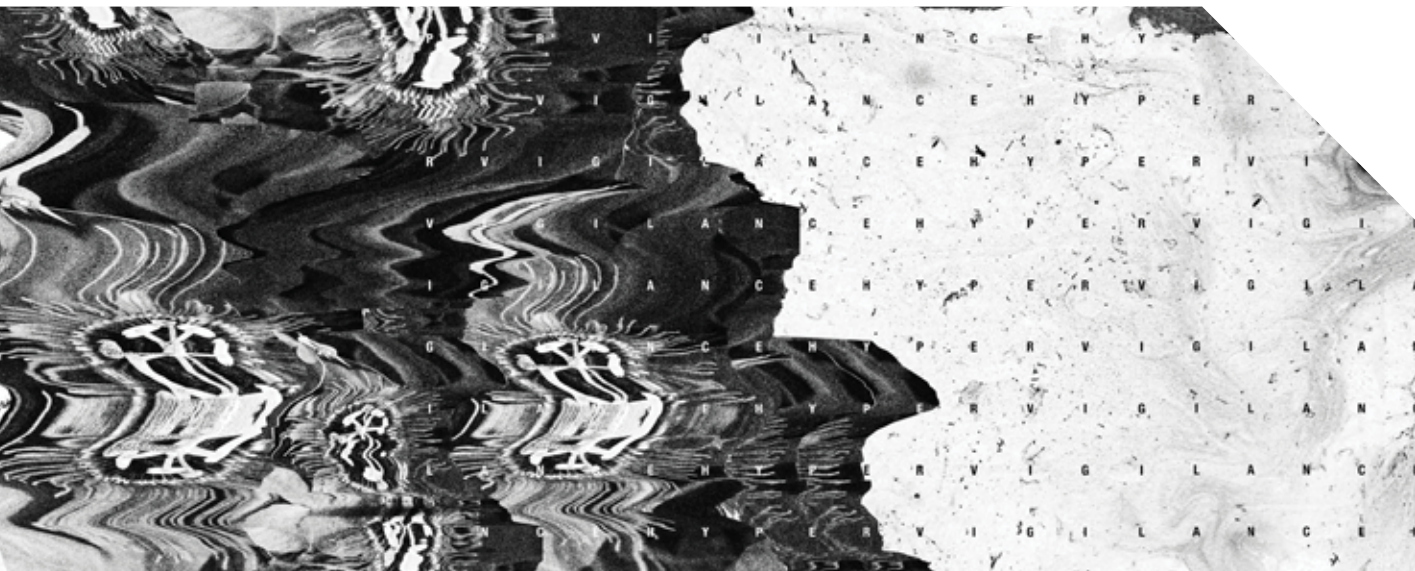
OUR PROGRAMMES

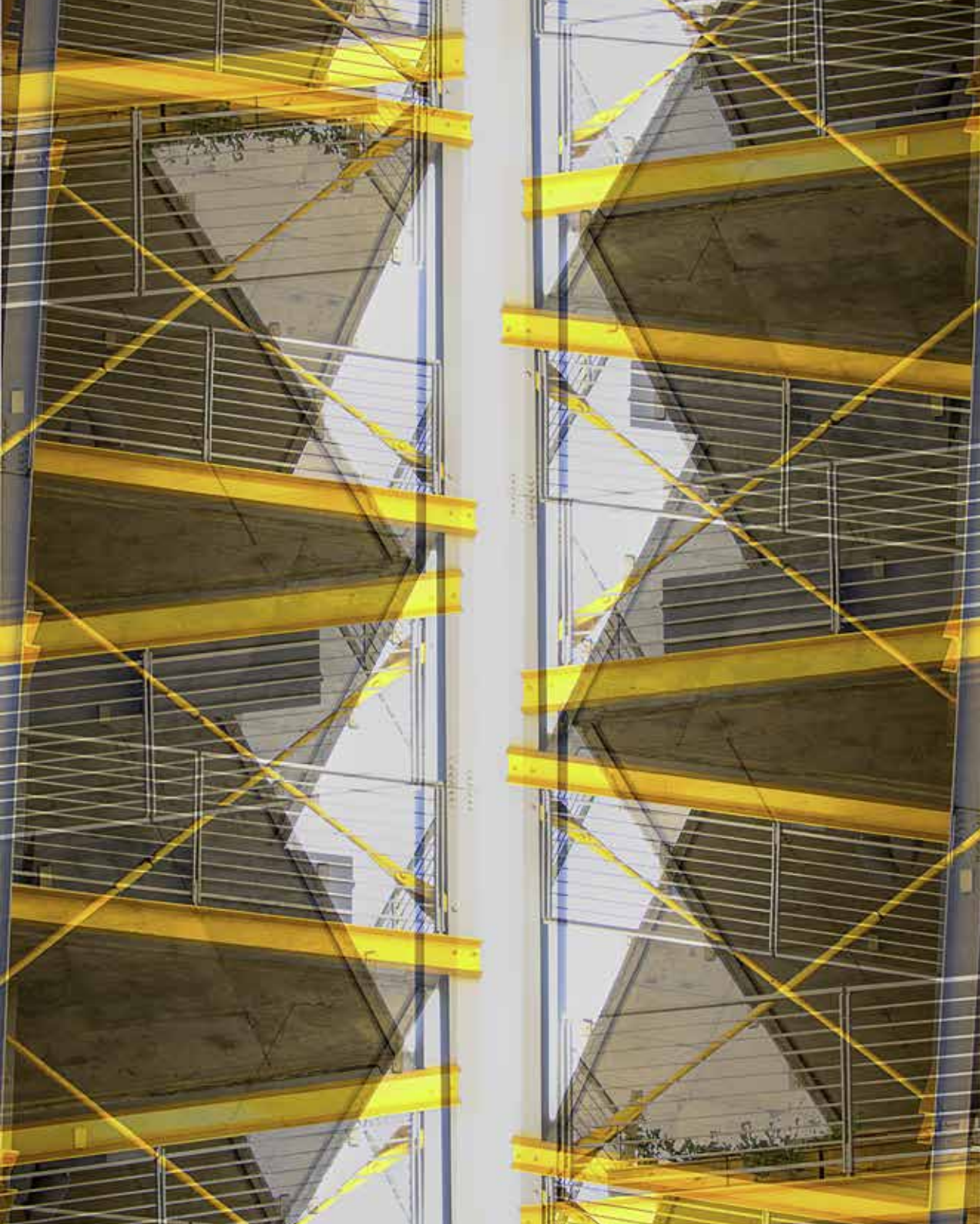
01 — **HIGHER CERTIFICATE**
IN COMMERCIAL PHOTOGRAPHY

02 — **HIGHER CERTIFICATE**
IN DRAWING

03 — **BACHELOR OF ARTS**
IN VISUAL COMMUNICATION:
MAJORING IN GRAPHIC DESIGN,
MULTIMEDIA DESIGN STUDIES,
PHOTOGRAPHY, APPLIED
ILLUSTRATION DESIGN OR
ART DIRECTION

04 — **BACHELOR OF ARTS HONOURS**
IN VISUAL COMMUNICATION:
MAJORING IN GRAPHIC DESIGN,
MULTIMEDIA DESIGN STUDIES,
PHOTOGRAPHY, APPLIED
ILLUSTRATION DESIGN OR
ART DIRECTION





HIGHER CERTIFICATE

01 — **HIGHER CERTIFICATE**
IN COMMERCIAL PHOTOGRAPHY

1 YEAR - FULL TIME - NQF 5

SAQA ID NO: 96796

WHY SHOULD I CHOOSE COMMERCIAL PHOTOGRAPHY?

Photography is everywhere - in magazines, brochures, flyers, billboards, merchandising, and of course the internet and social media. Marketing without photography is unthinkable. Our commercial photography programme focuses on the various categories of photography used to promote and sell products in the most successful way.

Think of this as a one-year photography fundamentals course to get you up to speed as quickly as possible.



WHAT YOU LEARN

Over the year, students will be prepared to become active, competitive, and well-rounded photographers in South Africa and internationally. This comprehensive programme covers photography and videography theory, its application, and comprehensive business knowledge including pricing and marketing.

Digital post-production skills are taught throughout the programme, as well as design skills to enhance and publish work via a website and social media. The programme also fosters a deeper understanding of the essence of photography and its origins.





SUBJECTS

The six subjects in the programme cover the technical theory of photography, the application of that theory, post-production techniques, analysis and interpretation of imagery, the business aspects of photography, and photographic design principles.



TECHNICAL THEORY

This subject covers all the fundamentals of digital cameras. You can expect to learn about camera functions and controls, light and colour theory, exposure, studio lighting, and flash. You will also learn the skills of composition and visual design as they apply to photography. As the programme progresses, these general skills are fine-tuned as they relate to individual genres of commercial photography. The subject also includes how to achieve specific looks successfully, such as black & white photography, portraiture and landscape photography to name a few.

APPLIED PHOTOGRAPHY

This subject teaches the application of technical theory to all relevant genres of photography. This includes product and portrait photography both on location and in the studio, advertising, fashion, landscape, architecture, food, fine art, and more. By shooting many diverse genres of photography, you will become technically grounded in the discipline of digital photography. In the final term, you will create both a general and a specialised portfolio of your photographs, applying all the technical, practical, and image editing skills you have acquired. This portfolio takes the form of a fully functional website, including contact and pricing information, some details about the photographer, and links to social media pages.





VISUAL LITERACY

In this subject, you will be taught how to identify, analyse, and interpret images using design elements and principles. Thereafter, the history of photography will be introduced as a contextual understanding of photography, explaining how technology has influenced its development. You will learn how to write about photography and its concepts, and how to create copy and blogs which will be used on your website. Further to this, you will be also introduced to photography and key photographers from Africa.

PROFESSIONAL PHOTOGRAPHY

In this subject, you will learn all the essential aspects of the business of photography. It includes how to set up a business, what to charge, how to find and keep clients, contract best practices, copyright issues, and other factors facing professional photographers today.

DIGITAL MEDIA

This course covers the essential photographic workflow using Adobe Lightroom, Adobe Photoshop, and other software used by commercial photographers. You will learn how to manage and back up the source images that were captured, essential and advanced editing as well as taking the captured photograph to the final finished image, to be used digitally or in print media. You will gain a good technical foundation in digital skills that will ensure you're up to speed with current digital post-production skills within the industry.

GRAPHIC DESIGN INTRO

In this subject, you will learn about vector graphics, the use of type, colour, page layout, print design, interactive media, and how to approach a design project from concept to completion. These skills and knowledge will assist you in the creation of a corporate image to market yourself as a photographer. Specifically, this subject focuses on logo design and corporate identity, and the building of the website portfolio.





HIGHER CERTIFICATE

02

HIGHER CERTIFICATE
IN DRAWING

1 YEAR - FULL TIME - NQF 5

SAQA ID NO: 115465

WHY SHOULD I CHOOSE DRAWING?

Drawing is an essential skill for any artist or visual communicator and the basis for many different paths. This programme is about developing your ability to think, see, imagine, and visualise things. By seeing things in a new way and bringing imaginative worlds and ideas to life you can find your authentic artistic voice.

This one-year course will give you a solid foundation in the techniques, practices, and theoretical aspects of drawing.



WHAT YOU LEARN

The course begins with observational drawing then moves towards drawing that is more conceptual and imaginative. We've designed this programme to offer real value; it gives you the privilege of focusing on the discipline of drawing for an entire year and establishing your technical, perceptual, and thinking skills.

SUBJECTS

The practical section of the curriculum has been divided into five parts: Figure Drawing, Constructional Drawing, Object and Conceptual Drawing, Methods and Techniques and Digital Drawing, while more theoretical aspects will be dealt with in History of Drawing.

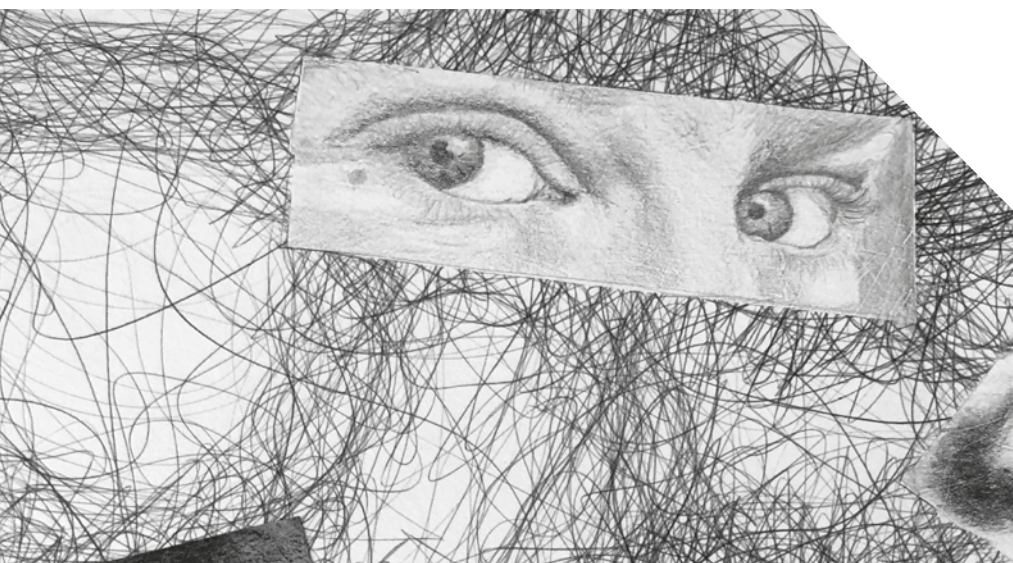




FIGURE DRAWING

Figure Drawing focuses on understanding the human form and drawing the body in various poses. The understanding of anatomy and proportion is essential to this practice. Most of these sessions entail drawing from life and include gesture, action, rhythm and flow as well as longer more sustained anatomical studies and rendered poses. In doing so, you'll gain an understanding of the human form and how to reproduce it believably.

CONSTRUCTIONAL DRAWING

Constructional Drawing deals with the structural understanding of organic and geometric objects and shapes and their relationship within space and perspective. This involves working from core shapes and forms to more complex objects. Additionally, the understanding of space and the relationship between perspective and objects placed within this space (architectural or other) is of fundamental importance. Constructional understanding also informs the use of light to achieve mood and atmosphere.

OBJECT AND CONCEPTUAL DRAWING

Object and Conceptual Drawing initially focuses on drawing static forms, focusing on the copying and rendering of 2D and 3D reference material. Basic still-life drawing is used to explore aspects such as composition, tone, light and texture. After this, a more experimental approach to making and materials is explored, where students develop a self-initiated brief for the second half of the year.

DIGITAL DRAWING

Digital Drawing is primarily concerned with using technology and software as a drawing tool. Initially, some of the exercises and drawing done in the other subjects will be recreated on a digital platform. Once students are more familiar with the technical aspects, the unique aspects of digital drawing are explored.

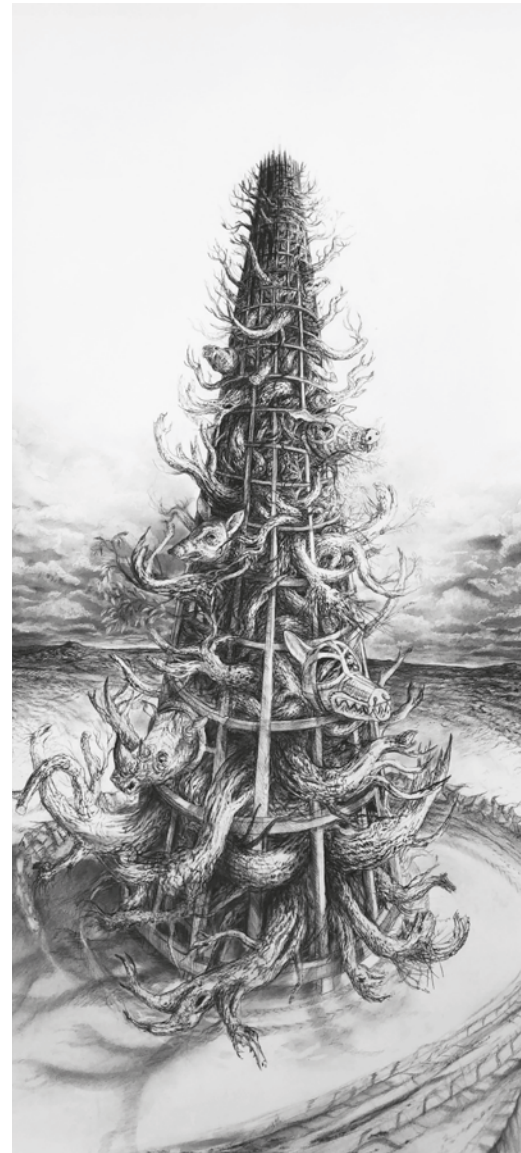
METHODS AND TECHNIQUES

Methods and Techniques provides the space and context for students to experiment widely with materials and develop an understanding of how they behave. This is not only in relation to various surfaces and substrates, but also in relation to the development of their own personal visual language and mark-making. Finally, the subject aims to challenge the idea of drawing as we understand it, engaging with drawing as a mode of thinking, understanding, knowing and 'un-knowing'.

HISTORY OF DRAWING

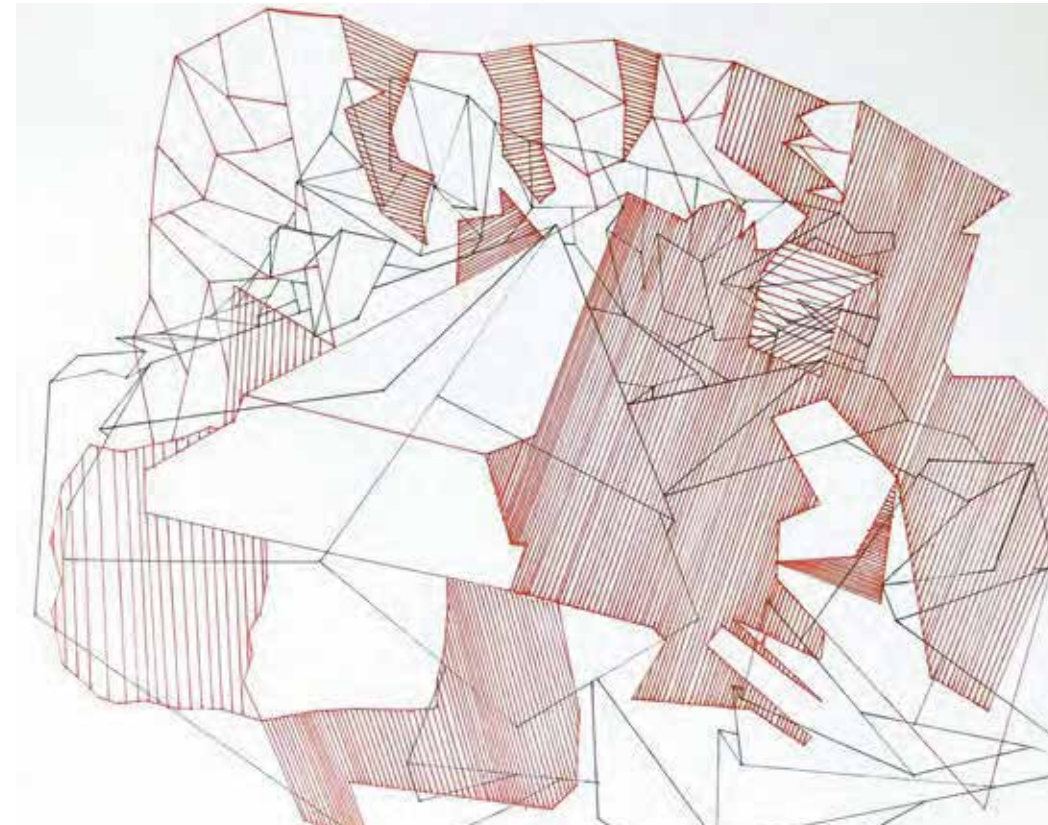
History of Drawing traces the historical developments of drawing as a discipline. In this context the drawn image and the process of drawing are used as a catalyst to explain how we came to understand the world and our place in it. Important concepts are memory and myth, negotiating religion, exploration, scientific understanding and conceptualising the future.

While these subjects are primarily practice orientated, they are informed by the theoretical aspects of image-making such as design elements and principles, perspective and anatomy theory. Additionally, an exploration of material practice which deals with the methods, techniques and materials involved in drawing will form part of these subjects.



WHAT CAN I DO WITH THIS CERTIFICATE?

This programme is the perfect preparation for many degrees in visual communication. This would include fine arts, design, illustration, multimedia, or advertising. Or, if you're not looking to study further, this could also gain you entry level employment in various sectors of the visual communication industry including animation, storyboarding or concept art. This could also be the perfect springboard to an artistic career – it's all about what you make of it.





BEFORE CREATION
THERE WERE SIX
SINGULARITIES.
THEN THE UNIVERSE
EXPLODED INTO EXISTENCE
AND THE REMNANTS OF THIS
SYSTEM WERE FORGED INTO
CONCENTRATED INGOTS:
INFINITY STONES.
WE KNOW OF FOUR OF THEM.

THE MIND STONE
CONTAINED IN THE
SCEPTRE

BACHELOR OF ARTS DEGREE

03

**BACHELOR OF ARTS
IN VISUAL COMMUNICATION:**
MAJORING IN GRAPHIC DESIGN,
MULTIMEDIA DESIGN STUDIES,
PHOTOGRAPHY, APPLIED ILLUSTRATION
DESIGN OR ART DIRECTION.

3 YEARS - FULL TIME - NQF 7

SAQA ID NO: 97175

SONY WORLD AWARDS WINNER - COENRAAD TORLAGE

The Sony World Photography Awards - student competition recognises emerging talent who will soon be shaping the photography industry. The 2021 brief, titled "our time" challenged photographers to tell the stories of individuals and groups for a better future.

More than 300 academic institutions world-wide were invited to nominate their most promising photography students, asking them to submit no more than 5 - 10 images, from these submissions only 10 incredible images were short listed. The Academy had two finalists, Claudia Mauderer & Coenraad Torlage and out of all the finalists from all over the world, Coenraad Torlage was awarded the incredible accolade of the 2021 student photographer of the year!

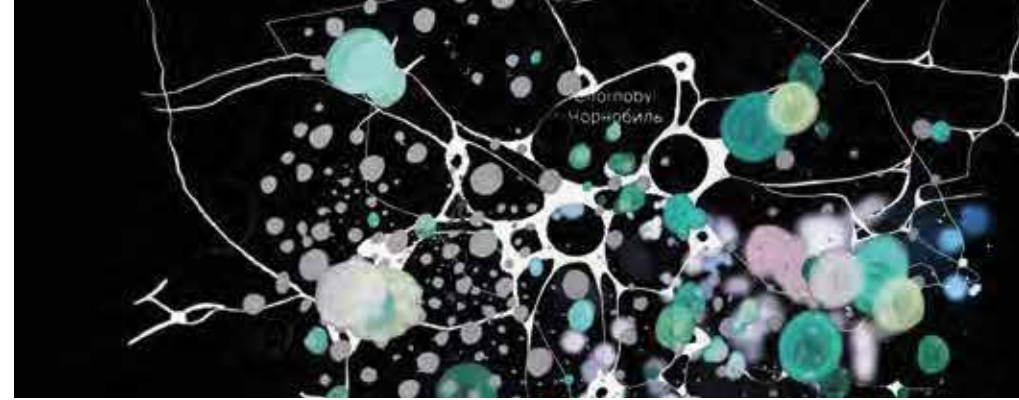


OUR PROGRAMME

Our unique academic programme enables our students to engage with exciting new trends in various creative disciplines, popular visual cultures, and cutting-edge design technologies. All our Bachelor of Arts in Visual Communication students begin with a foundation year where they can experience all our visual disciplines: Graphic Design, Multimedia Design Studies, Photography, Applied Illustration Design, and Art Direction. After this, they choose a major visual subject to take through to their second and third year.

This results in a unique understanding of visual communication and the opportunity for our students to truly curate their learning according to their talent and interests. We combine this practice with subjects like Marketing, Business Leadership, Discourse, and Visual Studies which ensures our students are at the forefront of a constantly evolving industry.





WHAT IS GRAPHIC DESIGN?

Graphic design is the art and practice of combining typography with a variety of image making techniques to communicate a visual idea or solution. To find these solutions, designers need to employ research, critical and design thinking, universal design, and user-centred design. Designers mostly use digital software like the Adobe Creative Suite but many like to include hand-generated elements and other more organic ways to create work. As Graphic Design covers such a broad range of skills and specialisations, some designers prefer to become highly specialised in a certain area of design while others prefer to become multi-skilled designers. If you're a creative thinker and love creating opportunities and solving problems in visual ways – Graphic Design is the discipline for you.

WHAT YOU LEARN

Over your three years of study, you will develop research, conceptual, analytical, and design skills, enabling you to solve design problems across many different applications and media.

You will cover:

Branding | Digital media design | Editorial design | Illustration Packaging | Publishing | App design | Website front end design Motion graphics | Integrated campaigns





CAREER POSSIBILITIES

Graphic designers can find themselves working in advertising agencies, design studios, communication or publishing companies, illustration studios, packaging companies, UI/UX agencies or in-house at businesses. Or, if you prefer, you may decide to start your own design company and forge your own path. At the end of your three year programme, you will have produced a portfolio of work that helps you move in the direction of your strengths.



WHAT IS PHOTOGRAPHY?

Ansel Adams put it perfectly when he said, 'You don't take a photograph, you make it.' Photography is the art of image-making using different digital or analogue photographic processes. At the Academy, we help our students develop their conceptual, critical, and creative thinking in the contemporary art practice of photography. And let's not forget that in our online age, still and moving images have become even more important to contemporary multimedia and advertising. Our feeling is that by learning the technical, historical, and critical approaches to photography, students will be able to develop their own identities as successful visual artists and active commercial photographers. If your happy place is behind a camera, it's safe to say that Photography is for you.



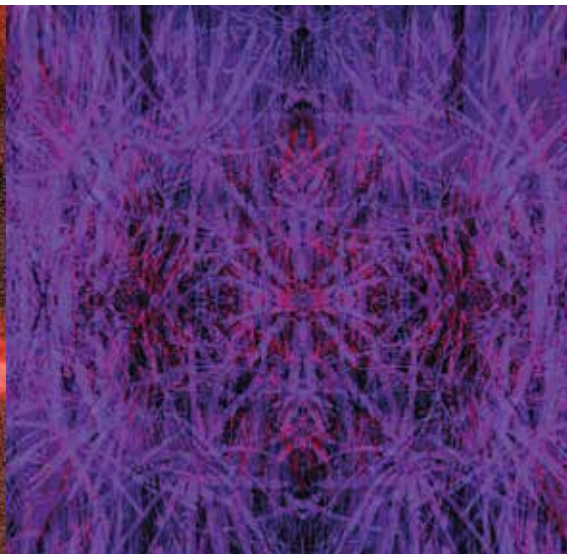
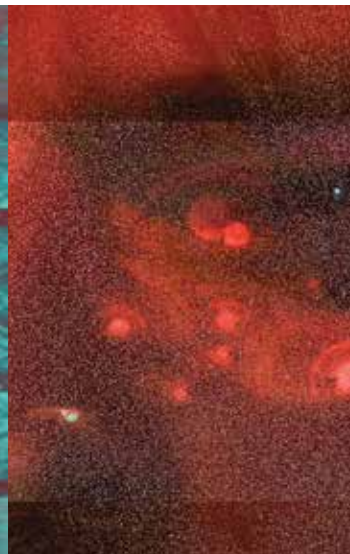
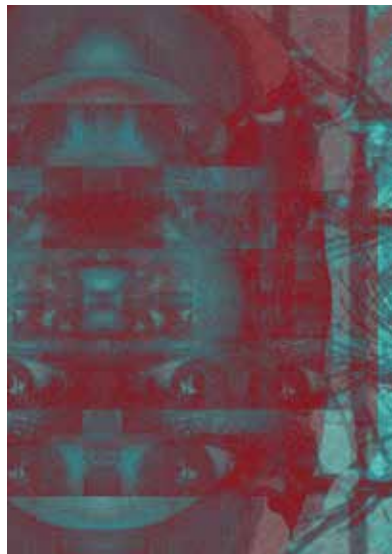
WHAT YOU LEARN

Our photography programme encourages students to work with a high level of independence as they research and make images. Over the three years of your study, you will become adept in pre- and post-production through a combination of critical theory and applied photographic practices. You will also draw on classroom content to research and develop personal projects along with real client briefs. Assignments take you out of the classroom and into the world where you will practice various genres of photography including: Fashion | Portraiture | Product | Décor | Food | Landscape | Environment Corporate | Wildlife | Events | Documentary | Videography. Over and above this, you will also gain experience and knowledge in post-production, moving images, and editing.



CAREER POSSIBILITIES

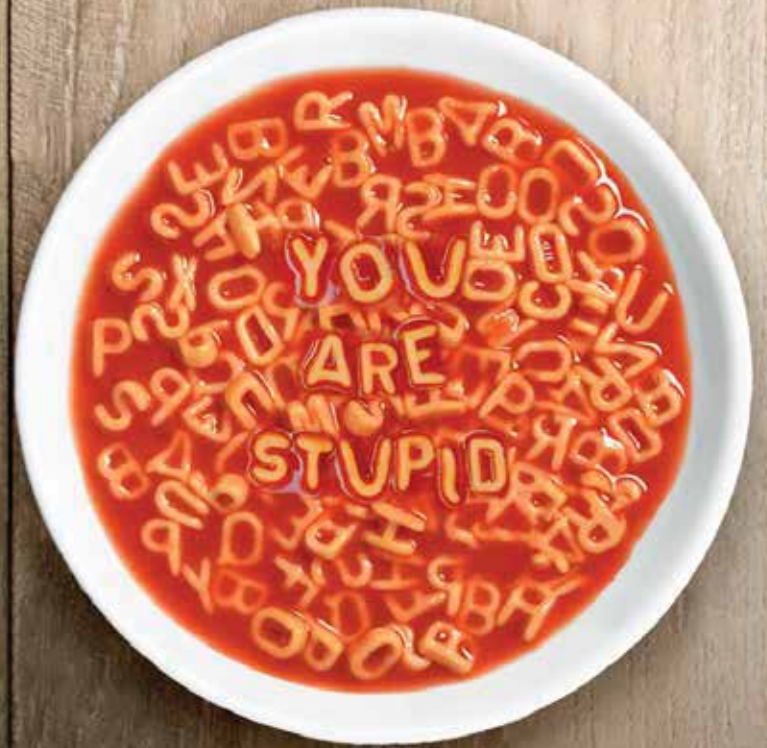
After graduation, you may choose to work as a full-time or freelance photographer. You could find yourself at an advertising agency, marketing company or media publication. You could choose to work for yourself and travel the globe capturing enthralling images. Or you could use your grounding in photography as a springboard to directing films and adverts. As a photographer, initiative and self-starting are key, that's why all our students produce analogue and digital portfolios, so they are both industry-ready and commercially relevant.





WHAT IS ART DIRECTION?

Art directors decide the strategic, conceptual, and visual appearance of adverts and other visual media to communicate most effectively. They will take a communication concept to completion through all the visual aspects of the creative process and work together with copywriters to bring big ideas to life. These ideas (which most often take the form of adverts) could find themselves in print, digital, outdoor, TV or any other place where communication happens – the sky is the limit. If you have an active imagination, think creatively, and are adept at presenting ideas visually – Art Direction is what you're looking for.



What you feed your children's mind with can be harmful.
Emotional abuse can be hidden in plain site.

If you suspect abuse against children inside your family or friend groups, please follow up with a phone call or online and support early responsible parenting at www.childline.org.za
08000 55 555

childline
ONLINE. ON THE PHONE. ANYTIME



WHAT YOU LEARN

We break Art Direction into three basic areas of study – strategy, concept, and execution. Strategy is the start of the creative process with research and rigorous thinking, concept: the big idea, and execution: the way you bring it to life. In Art Direction, you will research and solve real-world problems, innovate through ideas, and create fully integrated campaigns from YouTube to print with multi-media touchpoints and perhaps even new ideas for apps. You'll gain an exceptional understanding of colour, layout, and typography and you'll be well-versed in Adobe Photoshop, Illustrator, and InDesign. In your final year, you'll learn how to professionally present and 'sell' your creative solutions as you are tasked with working on a real-world client and ad agency on a live brief. This means you leave with an industry-ready portfolio showcasing a range of creative solutions across a range of contexts, audiences, media types, and voices.

CAREER POSSIBILITIES

As an art director your classic career choice would be joining an advertising agency. Here, you could be working on all forms of advertising and brand communication including apps, websites, film, print, outdoor or PR. Your job is to break through the visual clutter, get people's attention and make a difference – it's all about changing behaviour and attitudes.



WHAT IS ILLUSTRATION?

Illustration is a specialised field of visual communication in which pictures and images are used to communicate texts, ideas, and stories, whether real or fictional. Illustrations can serve as a powerful and useful tool in educating, serving, and challenging society. If you love nothing more than finding new ways to represent things visually and you always have a pencil (or stylus) in your hand – we have a feeling you may want to be an illustrator.



WHAT YOU LEARN

In this programme, you will learn to apply a variety of image-making processes, develop meaningful communication through storytelling and explore new worlds through your imagination to develop a strong personal voice. Illustration can be applied to various platforms including picture books, editorial illustration, concept art, animation, textile, and retail design, design activism as well as in a fine arts context. The image-making processes you will learn to engage with include: **Drawing** | **Painting** | **Digital painting** | **Various printmaking techniques** | **Photomontage** | **Collage** | **Illustrated typography** | **Pattern design**





CAREER POSSIBILITIES

Illustrators most often work as freelance creatives, where they can take on different projects that suit their skills. Career options in illustration include things like: Concept art, editorial publications, design, advertising, textile design, retail & fashion, picture book & graphic novel publishing, infographics and even fine arts. It's all about what you want to do and how you want to express yourself.





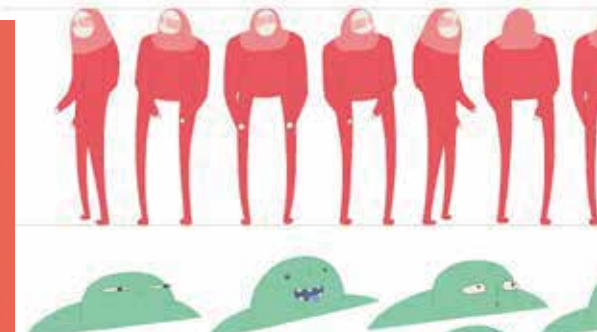
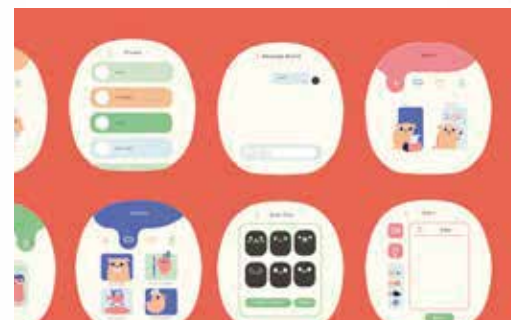
WHAT IS MULTIMEDIA?

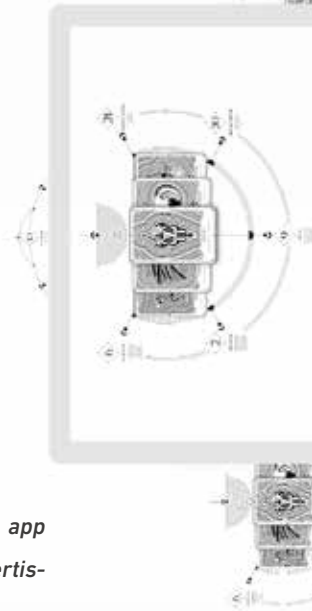
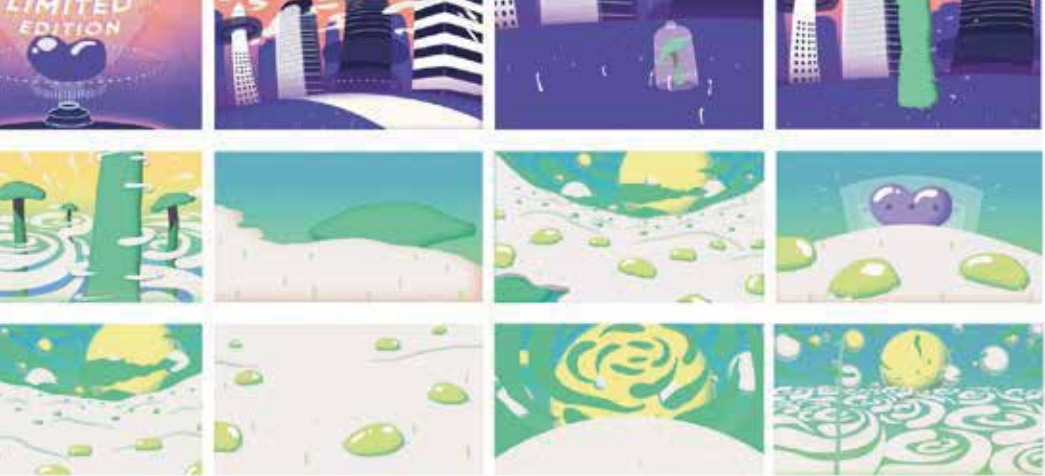
Multimedia Design refers to how we express ourselves visually in the digital space. This includes communication, websites, social media, video, games, and mobile design. Our multimedia programme is specifically designed to futureproof and equip students with the knowledge, tools, and skills to pursue a career in any one of the multi-directional avenues the digital realm has to offer. If you're obsessed with how we communicate digitally, we have a strong feeling multimedia design is perfect for you.



WHAT YOU LEARN

In your first year, you'll be taught the fundamentals of User Interface Design (UI) and User Experience (UX), the principles of animation, and an introduction to full-stack design including a primer to HTML and CSS coding languages. The second year builds on the fundamentals of the first. The course focuses on your technical prowess, and you'll be introduced to several software platforms, more advanced coding fundamentals, responsive web design, character animation & motion graphics techniques, 2D and 3-D compositing, and immersive interactive experiences like augmented reality and transmedia content creation. In your third and final year, you will be encouraged to explore and experiment with the tools and techniques gained from the first two years of study. Furthermore, you will be exposed to film and video content creation, app design, game design, and more advanced motion graphic campaigns. You will also create an online identity and portfolio of your graduate work – doubling up as your online portfolio which will promote your work and help with prospective employment.





CAREER POSSIBILITIES

Multimedia design opens a multitude of career options. Whether you would rather be an entrepreneur or join the industry you can expect to find work in fields like: **Digital content creation** | **Traditional animation** | **Motion graphics** | **Educational instruction design** | **Film and video studios** | **Illustration studios** | **Graphic design studios** | **Web design and development studios** | **Mobile app design and development studios** | **Gaming studios** | **Traditional advertising and media agencies**



CHOOSE

YOUR MAJOR

01

1ST YEAR

VISUAL COMMUNICATION FIRST 6 MONTHS

Introduction to: Graphic Design, Photography, Applied Illustration Design, Art Direction and Multimedia Design Studies

SECOND 6 MONTHS CHOOSE 2

Choose two of the following: Graphic Design and/or Photography and/or Applied Illustration Design and/or Art Direction and/or Multimedia Design Studies

2ND YEAR CHOOSE 1

Graphic Design, Photography, Applied Illustration Design, Art Direction, Multimedia Design Studies

3RD YEAR CONTINUE TO COMPLETE SPECIALISATION

Graphic Design, Photography, Applied Illustration Design, Art Direction, Multimedia Design Studies

CRITICAL THEORY

Visual Studies, Discourse

02

03

MARKETING

Marketing, Business Leadership

COMPUTER SOFTWARE

Computer Design Practice

04

YEAR 01

SEMESTER 1

VISUAL COMMUNICATION 1

VISUAL STUDIES 1

MARKETING 1

DISCOURSE 1

COMPUTER DESIGN PRACTICE 1

SEMESTER 2

MAJOR SUBJECTS

ART DIRECTION 1

GRAPHIC DESIGN 1

APPLIED ILLUSTRATION DESIGN 1

PHOTOGRAPHY 1

MULTIMEDIA DESIGN STUDIES 1

Choose two majors

THEORY SUBJECTS

VISUAL STUDIES 1

MARKETING 1

DISCOURSE 1

COMPUTER DESIGN PRACTICE 1

YEAR 02

SEMESTER 1 & 2

MAJOR SUBJECTS

ART DIRECTION 2

GRAPHIC DESIGN 2

APPLIED ILLUSTRATION DESIGN 2

PHOTOGRAPHY 2

MULTIMEDIA DESIGN STUDIES 2

Choose one major

THEORY SUBJECTS

VISUAL STUDIES 2

MARKETING 2

DISCOURSE 2

COMPUTER DESIGN PRACTICE 2

YEAR 03

SEMESTER 1 & 2

MAJOR SUBJECTS

ART DIRECTION 3

GRAPHIC DESIGN 3

APPLIED ILLUSTRATION DESIGN 3

PHOTOGRAPHY 3

MULTIMEDIA DESIGN STUDIES 3

Same major as 2nd year

THEORY SUBJECTS

VISUAL STUDIES 3

BUSINESS LEADERSHIP

THEORY SUBJECTS

IMPORTANCE OF THEORY

We pride ourselves in producing well-rounded graduates who are not only highly-skilled and imaginative within their visual disciplines but also aware of the social, political and cultural context of their work. The theory subjects we teach at the Academy look not only to the history of art, design and marketing but also the future. This is the difference between a graduate creating work purely for aesthetic value versus a graduate who understands the cultural importance of their work, with strong convictions as to why they should pursue certain choices.

VISUAL STUDIES 1,2 & 3

In Visual Studies, you will learn how to critically read and respond to images. It will broaden your understanding of visual culture by drawing on art and design history, philosophy, cultural studies, media studies, sociology, and anthropology among others. Visual Studies will change the way you see the world around you and help you to become a better visual communicator.

Visual Studies equips you with research, reading, and academic writing skills that enable you to think critically and express your opinions in an informed way. It provides key skills including semiotic and discourse analysis, as well as an understanding of critical theory.

In your three years with this subject, you will engage with a broad range of cultural manifestations and debates associated with visual culture and critical theory. You will gain a broad understanding of the history of art and design, as well as contemporary visual mediums like photography, advertising, video, and social media. You will also learn how visual culture reflects the values, tastes, technologies, and thinking of the culture and time that produced it.

By exposing you to key theorists and significant developments in visual culture on a global scale, Visual Studies helps to inform all of your practical work.



DISCOURSE 1 & 2

Discourse is an exploration and critical consideration of significant historical events, social systems, and current affairs through facilitated discussions in which the ability to be insightful rather than just knowledgeable is emphasised. Through exposure to multiple perspectives and the recognition of ambiguity, how you know, think and act will be challenged. Discourse serves as a platform to develop critical thinkers: People who can navigate the complex human world, not only as citizens but as visual communicators too.

MARKETING 1,2 & 3

Marketing provides you with the theoretical know-how and critical marketing skills you need to manage profitable customer relationships in a constantly evolving business environment. This is expanded further in Marketing 3, known as Business Leadership, which draws on the expertise of social entrepreneurs and innovators to explore the lessons of sustainability for a continuously challenging marketplace.

COMPUTER DESIGN PRACTICE 1 & 2

Computer design practice (CDP) will familiarise you with industry-standard software packages for digital design and layout – be it for print or screen. These ‘tools of the trade’ will pave the way to complete the design challenges posed by our major subjects and the communications industry in general.

CDP 1 focuses on basic competence skills in Adobe Photoshop, Illustrator, InDesign, and peripheral software. CDP 2 is designed to support each major subject and the digital projects they entail.





BACHELOR OF ARTS HONOURS

04

BACHELOR OF ARTS HONOURS IN VISUAL COMMUNICATION:

MAJORING IN GRAPHIC DESIGN,
MULTIMEDIA DESIGN STUDIES,
PHOTOGRAPHY, APPLIED ILLUSTRATION
DESIGN OR ART DIRECTION

1 YEAR - FULL TIME - NQF 8

SAQA ID NO: 100676



BA HONOURS IN VISUAL COMMUNICATION

Our honours degree is aimed at students who want to develop their professional creative practice or explore how to grow a possible creative business venture. It offers you the opportunity to produce a self-directed body of creative practice work majoring in Photography, Applied Illustration Design, Graphic Design, Multimedia Design Studies, or Art Direction. The intention is to enable you to refine and expand your craft with supervision, while also gaining greater creative independence and learning how to manage a project.

This degree is built on three components: Creative practice (which incorporates practice-led research), visual studies (incorporating Critical Theory), and contextual studies (which delivers contextual theory). The interdisciplinary and collaborative nature of the degree encourages cross-pollination of opinions, viewpoints, and ways of thinking.

Our honours programme also embraces opportunities to learn outside the classroom and purposefully taps into networks we have established with African creative spaces and institutions. We have ongoing relationships with Zeitz MOCAA, Norval Foundation, Anima Design Studio, Stellenbosch Triennale, and numerous other creative spaces and institutions across Africa. Through guest lectures, class visits, and live projects we keep you on the pulse of the creative industry.

A key component of our Honours degree is our creative exchange where we substitute the classroom with an African city and enable students to undertake a creative learning journey.

This curated excursion pairs students with a creative agency, artist or hub to work on a week-long collaborative project. In 2018 we were based in Harare (Zimbabwe) and in 2019 we worked in Maputo (Mozambique). Sadly, our 2020 trip was not possible because of the COVID-19 pandemic. In 2021, we worked with creatives in Durban (South Africa). By exposing students to different contexts, perspectives, and creative practices, our honours programme produces not only skilled professionals but creative change agents who can navigate and adapt in the global creative industry.



SUBJECTS

CREATIVE PRACTICE

You will spend most of your time producing creative work with 50% of the learning within the degree focused on this subject. At the start of the year, you will present a proposal identifying the kind of work you want to produce. You will be encouraged to consider a conceptual approach, key issue or theme, as well as specific skills, techniques or software needed to execute the work. Throughout the year, you will be guided through the process of executing your project using practice-led research.

VISUAL STUDIES

This subject supports and informs your creative practice. The major deliverable for this subject is a mini thesis focused on a theme or concept that informs your creative work. The research and reading you do for visual studies give your creative work a solid theoretical knowledge base.

Visual Studies aims to broaden your understanding by drawing on emergent approaches to theory and knowledge production with a focus on African creativity and methodologies from the global south. You will also be exposed to the skill of art writing by submitting reviews for online publications. In this way, you will be empowered to engage critically with global visual communication within the context of South Africa and beyond.

CONTEXTUAL STUDIES

This subject is taught in a three-week module at the start of the year and offers a solid understanding of how design and visual communication have shaped the world. You will use design thinking to solve a real-life challenge within the local Western Cape context and write a proposal that applies the learning and insights acquired within the lecture series. In this way, you start your degree with a clear insight into the sustainability challenges and socioeconomic context in which you are working as a visual communicator.





CAREER POSSIBILITIES

Past graduates have directly linked the degree with their success in developing their careers. Whether they have gone on to become entrepreneurs in their own right or have chosen to pursue positions in their field of study, having our honours degree is a great way to stand out from the crowd and put your best foot forward.



MISSION STATEMENT

As a Private Higher Educational Institution the Academy is committed to providing students with an exceptional standard of education and a solid foundation upon which to build a successful professional future in the visual communication industries

VISION

Our Vision is to build towards a self-sustaining, landmark higher educational institution that consistently develops graduates who are highly motivated critical thinkers and innovators who use all forms of visual communication to positively impact our economic, social and environmental spheres within local, national and global surroundings.

CRITICAL THINKERS
CREATIVE INNOVATORS
RELIABLE RESEARCHERS
ASTUTE STRATEGISTS
PROBLEM SOLVERS
COMPELLING COMMUNICATORS
RESPONSIBLE CITIZENS
EFFECTIVE NEGOTIATORS
CRITICAL THINKERS
CREATIVE INNOVATORS
RELIABLE RESEARCHERS
ASTUTE STRATEGISTS
PROBLEM SOLVERS
COMPELLING COMMUNICATORS
RESPONSIBLE CITIZENS
EFFECTIVE NEGOTIATORS
CRITICAL THINKERS
CREATIVE INNOVATORS
RELIABLE RESEARCHERS
ASTUTE STRATEGISTS



CONTACT DETAILS

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YEARLY OPEN DAYS: MARCH | MAY | AUGUST

***Every image you've seen in this brochure has been created by our students**

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