

# COMBINED MULTIDISCIPLINARY PROGRAM

## FIRST YEAR:

**Certificate: Photography (SAQA 73298) NQF Level 4 - 128 Credits**

## SECOND YEAR;

**National Certificate: Design Techniques (SAQA 60509) Level 5 - 120 credits**

The power of visual communication has reached an all-time high with the rise of digital and social marketing – the media that modern marketers use to promote their content and brands. Photography and graphic design are crucial elements of visual communication to help people understand and remember advertisements better.

### Rationale for Combined Program:

One of the latest buzzwords in the creative community is multi- or interdisciplinary design. It simply means that employers in the industry require visual designers to wear many hats or take on a growing list of responsibilities leading to an increased level of collaboration across visual design disciplines. The reason is simple – it is more cost-effective!

### Aim of Program:

*A Graphic/Visual Designer competent to design and produce visual communication on a professional level relevant to the creative market sector.*

A Visual Designer who has the ability to shape and improve visual concepts and visual communication through considering the effects of photography; graphics; typography; space; layouts; colour; texture and patterns; framing; grid and alignments; scale; balance; rhythm and contrast; and point, line and shape on the usability of products and on their aesthetic appeal.

### Duration of the Combined Program:

January 2019 – June 2020

### Outline of the Combined Program:

All students enrol for the Certificate: Photography in the first year but have to do all subjects including Graphic Design and related subjects.

#### First Qualification in December 2019:

**Certificate Photography (SAQA 73298 NQF Level 4 Min 128 Credits)**

Portfolios of Evidence are submitted by all students in November 2019 for assessment. Successful students will then receive the photography qualification in December 2019.

#### Second Qualification in June 2020:

**National Certificate: Design Techniques (SAQA 60509 NQF Level 5 Min 120 Credits)**

Students then continue with classes during the second year focusing only on Graphic Design until the end of May 2010. Portfolio submission for the National Certificate: Design take place in the middle of June for successful students to qualify at the end of June 2019.

### NOTE:

- Only students who have successfully completed the Certificate: Photography will be allowed to re-enrol for the second year. Re-enrolment must take place in November 2019.
- Should students wish to terminate their studies after successful completion of the Certificate: Photography, they may do so.





## Subjects First Year

### Visual Language

- Ideation & Concept Development
- Composition & Colour
- Visual Storytelling
- Storyboarding
- Audio-visual presentation

### Photography

- Photo Science
- Photo Technique
- Applied Photography
- Post-processing:
  - Adobe Lightroom
  - Adobe Photoshop

### Business Practice

- Legal Aspects
- Accounting basics
- Costing & Quoting
- Business Plan

### Graphic Design

- Elements & Principles of Design
- Typography
- Layout
- Branding
- Digital Design
- Design Applications
- Screenprinting

### Professional Practice

- Creative Brief
- Planning
- Time Management
  - Prioritising
  - Scheduling
  - Delegation
- Creative Process Management
  - Workflow Management
- Professional Ethics

### Communication

- Research
- Analytical Reading Skills
- Writing Skills
- Interviewing
  - Listening Skills
  - Questioning Skills
- Managing difficult people
  - Anger Management
  - Handling Conflict

### History

Photography  
Art & Design

### Art Appreciation



## Subjects Second Year: Project-based

### Advanced Design

- Corporate Identity
- Magazine Layout
- Media design
- Social Media Marketing Campaign
- Electronic Newsletter Design & Layout
- Printing Processes
  - lithography, large-format, etc

### Professional Practice

- Marketing principles
- Client Relations
- Client Management
- Concept presentation
- Graphic Design Presentation
- Video Presentation



## Admission Requirements:

Admission requirements to VSS Photography & Design College are less stringent than for university studies, because all VSS courses are career-focused, occupational education & training.

- National Senior Certificate OR a Grade 11 Statement of Results with a pass mark in all subjects OR through Recognition of Prior Learning (RPL) – see information below
- English literacy – competency in understanding, speaking, reading and writing
- Computer literacy – knowledge of using common keyboard commands, search engines, word processing, and browser basics

## Registration:

### 2019 Registration Dates:

Applications for new registrations open in November 2018 and closes on 19 January 2019.

Late registrations will be accepted until 26 January. A maximum of 20 first year students are registered each year, you should therefore not delay your application.





### Registration Procedure:

This involves the procedure which new students must follow when seeking admission for the program at VSS.

Do you comply with the admission requirements? If yes:

- Request an Enrolment form from VSS Creative College by email: [admission@vsscreative.com](mailto:admission@vsscreative.com)
- Complete the application form. Make sure you fill in all the fields in this form. Please ensure that all information is correct, truthful and verifiable.
- Deposit (EFT) the Registration fee into the bank account.  
Bank: Absa  
Branch: 632005  
Ac no: 406 7624 782  
Reference: Surname and initials
- Send by email your completed Enrolment form together with
  - Copy of your ID
  - Statement of Results – Grade 12 (or II) / your National Senior CertificateNB: If you use the incorrect reference, the fees paid will not be allocated to the correct student account.
- You will receive a confirmation of registration with your student number, as well as confirmation of the commencement dates and schedules for your classes.

### Current / Registered Students:

Students who failed to show progress in the previous year of study, will not be allowed to re-register for the National Certificate: Design Techniques.

Current students have to re-register before 15 November of the previous year for the next year in person at the admin office.

### Commencement of the 2019 Programme:

Orientation starts on 21 January 2018 at 09h00.

Classes commence on 28 January 2019.

### Equipment Requirements:

- DSLR camera and lens
- Laptop, PC or Mac
  - CPU: Intel®Core TM 15, 2.4GHZ
  - MEMORY: 8GB DDR3 RAM
  - GRAPHICS: Dedicated 1 GB graphics card
  - HARD DRIVE: 1TB +HDD
  - OPERATING SYSTEM: Windows 10 (64bit)
- Software:
  - Adobe Lightroom
  - Adobe Photoshop
  - Microsoft Office
  - PictureTo Exe
  - CorelDraw & Corel PhotoPaint

### Delivery of Program:

The course is offered full time on the VSS College Campus. Students attend classes from Monday to Friday. Formal classes are conducted in the mornings and practical sessions are done in the afternoons. Field trips and excursions form an important part of teaching and learning, as well as student support.



### Field trips and Excursions:

Educational excursions do not only provide valuable experiential learning opportunities, but are also fun, spell adventure and certainly form the most enjoyable part of learning.

All excursions are linked to the programme, thereby increasing student knowledge and understanding of visual arts, as well as adding realism to the topic of study. On photography excursions

we focus on nature-photography, wildlife- photography, macro-photography and underwater photography, which can obviously not be done in a formal environment. Whereas design excursions focus on cultural aspects and industry related venues and events. This is in line with VSS's mission to provide students with opportunities to compile portfolios of high standard and diversity.



Field trips also provide limitless opportunities for team-building and personal development: Leadership; Teamwork; Self-confidence; Stress management.



Educational excursions are arranged to enhance students' learning by providing opportunities for participation in activities outside the normal college routing. All excursions are well-planned program-based activities aimed at maximising students' learning experiences in different disciplines.

The act of sharing the multi-layered, rich experiences of and educational trip brings together its various strands and allows a certain consolidation of the collective learning that has taken place.

Excursions and field trips are not included in the course fees and must be paid per excursion/trip.

### Year Program

All field trips and events are scheduled in the Year Program.

***At VSS we don't rehearse life - We live it!***

