

# BACHELOR OF DESIGN IN VISUAL COMMUNICATION DESIGN



01 JAN - 31 DEC 2024

## Bachelor of Design in Visual Communication Design

**NQF Level: 7**

**SAQA ID: 101607**

**Qualification Code: BDVCDI**

**Location: City Campus**

### Description of the Programme

Bachelor of Design in Visual Communication Design programme is designed to prepare students for a place in the world of visual communication, design, digital design, and advertising. It will help students develop an individual creative ability as well as a recognition and understanding of current market demands, trends, and technology requirements.

To provide a Visual Communication Design education that enables graduates to be creatively, intellectually, technically, and professionally competitive as graphic designers and visual communicators to the level of local and international standards. To prepare learners with knowledge and skills for viable career performance for all areas of the visual communication, design, digital design, and advertising industries. To empower learners to communicate effectively with appropriate skills for the visual communication design profession.

To promote partnerships with industry, community, and society and with other educational institutions both within South Africa and abroad.

To promote research and build research capacity that is appropriate/ relevant to the needs of contemporary South African society and informs both education and design practice. To research and apply new technologies and new applications of conventional techniques.

To promote an ethical and critical approach to all three disciplines; and to affirm their capacity to function as important tools for social upliftment and change.

To provide a supportive, nurturing environment for students and which promotes self-motivation.

The purpose of the Bachelor of Design in Visual Communication Design is to provide a first professional level education in the field of Visual Communication Design (VCD), and so to develop graduates who will be capable of gaining employment at an entry level in any of the range of industries that require applied VCD capabilities, and of applying their learning to these employment contexts immediately; and to prepare graduates for further studies at Honours level.

### Career opportunities

As a first degree, it is expected that most graduates of this qualification may potentially seek employment or self-employment in any of the sub-fields of Visual Communication Design as broadly defined and evolving over time, including but not limited to design and illustration for print media and advertising; animation, web- and multi-media design, on-line design, product design, and other specialisations. The qualification will also enable graduates to pursue further studies at Honours level.

### Explanation of Points scale:

SYMBOL	SENIOR CERTIFICATE (SC)	
	HIGHER GRADE	STANDARD GRADE
A	8	6
B	7	5
C	6	4
D	5	3
E	4	2

F	3	1
NATIONAL SENIOR CERTIFICATE (NSC)		
%	LEVEL	POINTS
90-100	7	8
80-89%	7	7
70-79%	6	6
60-69%	5	5
50-59%	4	4
40-49%	3	3
30-39%	2	2
20-29%	1	1

## MINIMUM ADMISSION REQUIREMENTS

### GENERAL ADMISSION REQUIREMENTS

A person will only be considered for registration for an instructional programme approved by the Institution's Senate if the person complies with:

- The minimum admission requirements stated in DUT general handbook (refer to DUT website for general handbook).
- Institutional faculty, departmental and/or instructional programme specific rules; and

### MINIMUM ADMISSION REQUIREMENTS IN TERMS OF THE HIGHER EDUCATION QUALIFICATIONS SUB-FRAMEWORK (HEQSF)

#### G7 rule: For Bachelor's Degree:

"a National Senior Certificate (NSC) as certified by the Council for General and Further Education and Training (Umalusi), with a minimum achievement rating of 3 for English and a minimum achievement rating of 4 in four NSC 20-credit subjects chosen from the NSC designated subject list"

#### Entry Requirements (Bachelor of Design in Visual Communication Design)

NATIONAL SENIOR CERTIFICATE (NSC) (01 January 2009)		SENIOR CERTIFICATE (SC) (PRE 2009)
NSC DEGREE ENTRY: Applicants with 24 points or more		SENIOR CERTIFICATE (SC)
Compulsory Subjects	NSC Rating Code	
English Home OR English (First additional)	3	
And <b>FOUR</b> 20 credit subjects (not more than one language) as per G7 rule stated above	4	
<b>Additional Entry Requirements:</b>		
Minimum admission requirements for admission to the Bachelor of Design in Visual Communication Design correspond to those set by the DHET for bachelor's degree admission, as per General Rule G7(2)(b)(ii). Applicants must also successfully complete an entrance test and submit a portfolio of their own recent art/design work as per the department's instructions		
<b>Please note:</b> DO NOT send portfolios to the CAO or send to the Graphic Design Programme. Bring your portfolio and your CAO number to the Graphic Design Programme when attending the APTITUDE TEST and the INTERVIEW. After registering with the CAO, if you have not received information about the dates of the Aptitude test, please contact the programme co-ordinator for details.		

**OR**

#### ADMISSION REQUIREMENTS BASED UPON WORK EXPERIENCE, AGE AND MATURITY

##### For admission to entry level DEGREE studies:

A person may, subject to such requirements as the Senate may determine, be admitted if such a person is in possession of a National Senior Certificate, Senior Certificate or an equivalent certificate, but lacks the minimum requirements for admission to the degree provided that:

- The person shall have reached the age of 23 in the first year of registration and shall have at least:
  - three years' appropriate work experience; and/or
  - capacity for the proposed instructional programme, which shall be assessed by a Senate-approved admission assessment comprising of a DUT Standardised Assessment Test for Access and Placement (SATAP), Academic Literacies (AL) & English for Academic Purposes (EAP) (2,5 hours) and/or an appropriate subject or programme specific written assessment designed and marked by the relevant Department; and the person has obtained
- A conditional certificate of exemption from the Matriculation Board (when in possession of the Senior Certificate (SC));  
OR has met
- The requirements for Senate discretionary admission (when in possession of the NSC or equivalent), where Senate is satisfied the applicant has shown sufficient academic ability to ensure success, and that the person's standard of communication skills, and/or work experience are such that the person, in the opinion of the Senate, should be able to complete the proposed instructional programme successfully.
- The person's application for admission in terms of work experience, age and maturity is approved prior to registration.

**Applicants intending to gain admission through work experience, age and maturity must submit their applications at least four months before commencement of the academic year inclusive of the date of**

scheduling writing a requisite eligibility assessment.

## Tuition Fees

To assist you with your planning, the **2023** fees have been indicated. An increase for next year to accommodate the inflation rate can be expected.

**Please Note:** DUT cannot be held liable for the fees in this brochure, as the **2024** fees are not yet final.

## Bachelor of Design in Visual Communication Design

First Year Curriculum				
Name of the Module	Module Code	HEQSF Level	SAQA Credits	2024 Fees
<b>Semester One</b>				
Cornerstone 101	CSTN101	5	12	R3580.00
English for the Arts	EGLA101	5	12	R3300.00
Visual Communication Design 101	VCDS111	5	20	R8710.00
Graphic Techniques and Technology 101	GRTT111	5	20	R8710.00
<b>TOTAL</b>				<b>R24300.00</b>
<b>Semester Two</b>				
ICT Literacy & Skills	ICTL101	5	8	R2230.00
Interpersonal Communication & Self	ICMS101	5	8	R2070.00
Cultural Diversity	CLDV101	5	8	R2230.00
Critical & Contextual Studies 101	CCTX101	5	12	R3870.00
Visual Communication Design 102	VCDS121	6	16	R7380.00
Graphic Techniques and Technology 102	GRTT121	6	16	R7380.00
Professional Design Practice	PFDP101	5	12	R3490.00
<b>TOTAL</b>				<b>R28650.00</b>
<b>Total Credits for Semester One &amp; Two</b>			<b>144</b>	
Second Year Curriculum				
<b>Semester One</b>				
Introduction to Technopreneurship	ITCH101	5	8	R2070.00
Values in the Workplace	VWKP101	5	8	R2380.00
Critical Thinking	CTHK101	5	12	R3160.00
French	FRCH101	5	12	R3490.00
IsiZulu	IZUL101	5	12	R3490.00
Portuguese	PTGS101	5	12	R3150.00
Mandarin	MDRN101	5	12	R3150.00
Critical & Contextual Studies 201	CCTX201	6	12	R3870.00
Visual Communication Design 201	VCDS211	6	16	R7380.00
Graphic Visualization & Technology 201	GVST211	6	16	R7380.00
<b>TOTAL</b>				<b>R39520.00</b>
<b>Semester Two</b>				
Media and Visual Literacy	MVSL101	5	12	R3150.00
Social Responsibility & Sustainable Community Development	SRSC101	5	12	R1970.00
Visual Communication Design 202	VCDS221	7	20	R8340.00
Graphic Visualization & Technology 202	GVST221	6	20	R8340.00
Professional Design Practice 201	PFDP201	6	12	R4110.00
<b>TOTAL</b>				<b>R25910.00</b>
<b>Total Credits for Semester One &amp; Two</b>			<b>196</b>	
Third Year Curriculum				
<b>Semester One</b>				
Equality & Diversity	EQDV101	5	8	R2230.00
The Global Environment	GENV101	6	8	R2230.00
Community Engagement Project	CMEP101	6	8	R2600.00
Critical & Contextual 301	CCTX301	7	12	R5080.00
Advanced Visual Communication Design 301	AVCD311	7	12	R8590.00
Graphic Visualization & Technology 301	GVST311	7	20	R8590.00
<b>TOTAL</b>				<b>R29320.00</b>
<b>Semester Two</b>				
Advanced Visual Communication Design 302 (Capstone)	ACD302	5	8	R10 060.00
Graphic Visualization & Technology 302 (Capstone)	GVT203	6	8	R8210.00
Professional Design Industry Practice301(Capstone)	PDP301	6	8	R4860.00
<b>TOTAL</b>				<b>R23130.00</b>
<b>Total Credits for Semester One &amp; Two</b>			<b>92</b>	

## Application

Applicants who wish to enrol for the programme must apply through the CAO system by no later than 30 September of the previous year.

**For Application Forms:**

Contact the Central Applications Office (CAO)

**Address letters to:**

Central Applications Office  
Private Bag X06  
Dalbridge  
4014  
Tel: (031) 268 4444  
Fax: (031) 268 4422

**OR**

Apply online: <http://www.cao.ac.za>

**CAO code: DU-C-BDV**

**Closing Date for Applications: 30 September 2023**

**For Further Information**

Contact the Department of Video Technology  
Durban University of Technology  
P O Box 1334  
Durban 4000  
Telephone: (031) 373 5405  
Fax: (031) 373 5430

**Financial Aid:**

For Financial Aid application for a DUT programme please apply online at [www.nsfas.org.za](http://www.nsfas.org.za) or call the NSFAS call centre on 0860 067 327.

For an explanation on how to fill out the application form, please go to [www.nsfas.org.za](http://www.nsfas.org.za) or contact the call centre on the number above.

**Please note** that completing a form does not guarantee Financial Aid. For further assistance, please consult the Department of Financial Aid and Scholarships on (031)3732931/2557/2054.