

# BACHELOR OF APPLIED ARTS IN COMMERCIAL PHOTOGRAPHY



01 JAN - 31 DEC 2024

## Bachelor of Applied Arts in Commercial Photography

**NQF Level: 7**

**SAQA ID: 108985**

**Qualification Code: BACPHI**

**Location: ML Sultan Campus**

### Description of the Programme

The Bachelor of Applied Arts in Commercial Photography provides students with a comprehensive choice of traditional and digital photography projects, studio-based tuition as well as location photography. The Photography Programme covers diverse genres in photography: portraiture, advertising, industrial, fashion, contemporary, street, documentary, landscape, lifestyle, architecture, social, editorial, food, photojournalism, medical and scientific photography. Each genre of specialisation will have experienced lecturers and professionals, who introduce students to exciting ideas in contemporary image making. This programme contains modules introducing Practice Based Research Methods and applying relevant critical theory into practice. Students at all levels of study will enjoy working in well-equipped studios, with access to the University library including the Photography programmes own digital archive of resource materials.

The purpose of the programme is to provide students with an overview of photographic history and the skills necessary to analyse, critique and produce images that can be sold both locally and globally. Students learn about photographic theory, aesthetics, different genres, photographic criticism, and creative production. The photography degree develops students, through a series of lectures that cover photographic techniques, creative practices and relevant theoretical content that benefit graduates seeking self-employment and full-time employment in photography and related industries. The programme provides students with the opportunity to acquire experience in a range of contexts and identify their strengths and weaknesses. This methodology ensures that the students have an in-depth knowledge and skills to function in various genres as photographic artists. Upon successful completion of this qualification, graduates are able to; (i) investigate, critically analyse and recommend solutions to various assignments and able to reflect on their own and fellow students' work during a series of cyclical critiques, (ii) through relevant practice-based projects, students are able to develop their ability to interrogate the role of the commercial photographer within society, (iii) carry out independent research and equip themselves for general employment or continue with postgraduate studies.

Finally, they are able to consider how they can make a positive influence in both local and global contexts with a portfolio of quality artifacts that will be exhibited through the various forms of electronic media or traditional exhibitions.

### Categories of Professional Photography

Although most photographers work in several specialisations, broad categories can be described as follows:

- Commercial, industrial and architecture
- Advertising and fashion
- Press, documentary and photojournalism
- Editorial, food and lifestyle
- Portraiture and social
- Medical and scientific

### Course Information

This course is offered on a full-time basis in Durban only (M.L. Sultan Campus).

## Postgraduate Studies:

After the successful completion of the Bachelor of Applied Arts in Commercial Photography, students who meet the necessary criteria, may apply for the Honours Degree in Photography, followed by Master of Applied Arts in Photography and thereafter consider a Doctorate.

### Explanation of Points scale:

SENIOR CERTIFICATE (SC)		
SYMBOL	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 Applied Arts in Commercial Photography)

NATIONAL SENIOR CERTIFICATE (NSC) (01 January 2009)		SENIOR CERTIFICATE (SC) (PRE 2009)
<b>NSC DEGREE ENTRY</b>		<b>Senior Certificate (SC) or Equivalent qualification</b>
<b>Compulsory Subjects</b>	<b>NSC Rating Code</b>	
English	3	
And <b>FOUR</b> recognised 20 credit subjects	4	
<b>Additional Entry Requirements:</b> Minimum admission requirements for admission to the Bachelor of Applied Arts in Commercial Photography correspond to those set by the DHET for Bachelor's degree admission, as per General Rule G7(2)(b)(ii). In addition, the following Departmental entrance requirements must be met: <ul style="list-style-type: none"><li>A comprehensive test based on Photographic knowledge.</li><li>A portfolio of 3 photographic images from the following categories: Landscape, Documentary, Social, Architecture, Wildlife, Advertising.</li></ul>		

**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
- b) A conditional certificate of exemption from the Matriculation Board (when in possession of the Senior Certificate (SC)); OR has met
- c) 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.
- d) 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 according to the inflation rate can be expected.

**Please Note:** DUT cannot be liable for the fees in this brochure, as the fees for **2023** are not yet final.

First Year Curriculum				
Name of the Module	Module Code	HEQSF Level	SAQA Credits	2024 Fees
<b>Semester One</b>				
<b>Elective Modules - Select ONE Module Below:</b>				
Information & Communication Technology & Literacy Skills	ICTLI01			R 2230.00
Interpretation Communication and Self	ICMSI01	5	8	R2070.00
Introduction to Technopreneurship	ITCHI01			R 2070.00
Values in the Workplace	VWVKPI01			R2380.00
English for the Arts	EGLA101	5	12	R 3300.00
Applied Photographic Techniques IA	APHA101	5	16	R 6330.00
History of Photography IA	HPHA101	5	16	R 5760.00
Research Methods IA	RSMA101	5	16	R 6330.00
Cornerstone 101	CSTN101	5	12	R 3580.00
<b>TOTAL</b>				<b>R 34050.00</b>
<b>Semester Two</b>				
Applied Photographic Techniques IB	APHB101	6	16	R 6330.00
Research Methods IB	RSMA102	5	16	R 6330.00
History of Photography IB	HPHB101	5	16	R 5760.00
<b>TOTAL</b>				<b>R18420.00</b>
<b>Total Credits for Semester One &amp; Two</b>			<b>128</b>	
Second Year Curriculum				
<b>Semester One</b>				
<b>Select One Module (Elective) form the List Below:</b>				
The Entrepreneurial Edge	TENE101	5	8	R2380.00
Global Environment	GENV101			R2240.00
Media & Visual Literacy	MVSL101	5	12	R3150.00
Applied Photographic Techniques IIA	APHA201	6	16	R6510.00
History of Photography IIA	HPHA201	6	16	R6510.00
Photographic Theory IA	PTHA101	6	16	R6510.00
<b>TOTAL</b>				<b>R23940.00</b>
<b>Semester Two</b>				
Applied Photographic Techniques IIB	APHB201	7	20	R8480.00
Photographic Theory IB	PTHB101	6	16	R6510.00
History of Photography IIB	HPHA201	6	16	R6510.00
<b>TOTAL</b>				<b>R21 500.00</b>
<b>Total Credits for Semester One &amp; Two</b>			<b>120</b>	
Third Year Curriculum				
<b>Semester One</b>				
<b>Select One Module (Elective) from the List Below:</b>				
Critical Thinking	CRTH101	5	12	R3300.00
Social Responsibility and Sustainable Community Development	SRSCI01			R1970.00
Community Engagement Project	CMEP101			R2600.00
Equality & Diversity	EQDVI01	5	8	R2230.00
Gender Studies	GNST101			R2070.00

Applied Photographic Techniques IIIA	APHA30I	7	20	R8480.00
Photographic Theory IIA	PTHA20I	7	16	R6510.00
Visual Communication & Photographic Professional Practice IA	VCPA10I	7	16	R6510.00
<b>TOTAL</b>				<b>R33670.00</b>
<b>Semester Two</b>				
Applied Photographic Techniques IIIB	APHB30I	7	16	R6510.00
Photographic Theory IIB	PTHB20I	7	16	R6510.00
Visual Communication & Photographic Professional Practice IB	VCPB10I	7	16	R6510.00
<b>TOTAL</b>				<b>R19530.00</b>
<b>Total Credits for Semester One &amp; Two</b>			<b>120</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

Private Bag X06

Dalbridge

4014

Tel: (031) 268 4444

Fax: (031) 268 4422

## OR

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

### CAO code: DU-D-COP

### Closing Date for Applications: 30 September 2023

### For Further Information

Contact the Department of Visual Communication Design (Photography)

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.

***This leaflet is for information purposes only and is not binding on the Durban University of Technology***