



# Bachelor of Arts Honours in Graphic Design

SAQA ID 120725 NQF Level 8

## 🕒 Mode and duration

### Contact

Full-Time (Online)\*

- Minimum: 1 year
- Maximum: 2 years

\* Subject to CHE Concession on Online and Blended Learning for 2024

## ☰ Qualification description

The Bachelor of Arts Honours (Graphic Design) is designed to meet the demands of a rapidly evolving world.

The Eduvos Graphic Design department facilitates the development of self-motivated and self-disciplined graduates and practitioners who are equipped and enriched with the knowledge, skills, tools and values necessary to become inspired and innovative leaders in their chosen field of specialisation. The department appreciates the importance of finding a balance between creative vision and output, personal integrity and academic excellence. In keeping with this, our curriculum emphasises the development of competencies and knowledge in the following broad areas: trends research; creativity and innovative thinking; synergy and collaboration; future-oriented solutions; and specialisation.

The qualification aims to fulfil a holistic educational agenda by preparing you not only to embark on or continue your career as a valuable design practitioner, educator and leader in the field of design and creative practice, but also to stimulate and guide you along the path of self-development and lifelong learning so that your career will develop in line with your own evolution. In line with this, our dedicated team of experts offer flexible, customised solutions that combine academic flair, design acumen and innovative vision. The department is committed to providing a service that facilitates personal and professional development, and as such offers responsive solutions to our students' unique circumstances, requirements and priorities. To this end, our inclusion of blended course material and methods, as well as a flexible schedule (including Saturday seminars and workshops, personal consultations, online communications and after-hours classes) provides students the opportunity to maintain a full-time career while studying. Flexible learning. Limitless possibilities.

## 🧱 Qualification facilities

- Computer labs with design and editing software, as well as drawing and design studios.

## ✅ Entry requirements

1. Completion of recognised undergraduate degree or equivalent.
2. Certificate of evaluation on a minimum NQF level 7 for foreign qualifications confirmed by SAQA.
3. A minimum of 60% average during the exit year of the applicable undergraduate qualification.
4. HOP Discretionary Admission: Students with a final year average of 55 – 59% will be admitted if they attained 60% or higher for the designated cognate/core discipline final-year modules.
5. Non-graduates: Design practitioners without an academic qualification will be eligible to apply subject to appropriate evaluation procedures based on recognition of prior learning policies.
6. All applicants are required to complete an entrance challenge, namely, a detailed letter of intent, an interview and a portfolio.

## 📁 Possible career options

Graduates will be equipped to contribute their specialist knowledge in industries such as Graphic Design, Advertising, Multimedia and Animation. The course provides the basis for further research and studies at a more advanced level.

## 📄 Qualification accreditation

- Accredited by the Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE)
- Registered with the South African Qualifications Authority (SAQA)
- Eduvos is a member of DEFSA:
  - The Design Education Forum of Southern Africa (DEFSA) is a professional organisation of design educators spanning most design disciplines such as industrial, graphic, interior, clothing, ceramic, textile, jewellery, as well as commercially focused photography. The forum consists of design educators and practitioners furthering the interests and promoting excellence in design education.
  - DEFSA is a recognised design educator body ([www.defsa.org.za](http://www.defsa.org.za)) for educator purposes. It provides a conference platform to publish research and includes moderators for specialist design subjects.

## This qualification is offered at the following campuses:

- Bedfordview
- Bloemfontein
- Claremont
- Durban
- East London
- Mbombela
- Midrand
- Nelson Mandela Bay
- Potchefstroom
- Pretoria
- Tyger Valley
- Vanderbijlpark



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## Qualification structure

### Year 1

The degree comprises the following integrated modules:

- Portfolio and Professional Practice
- Research Design
- Design Theory and Trends
- Research Project



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## Module Descriptors

### **Design Theory and Trends**

The Design Theory and Trends module is designed to equip graduates with an up-to-date understanding of emerging theories and contemporary trends within the realm of Graphic Design. It places significant emphasis on nurturing critical analytical skills to interpret and evaluate the dynamics of current design culture. A primary goal is to facilitate graduates' research efforts by introducing them to the latest academic theories, research methodologies, and trends in design across cultural contexts. This module aims to provide a foundational framework for graduates to navigate and engage with the evolving landscape of Graphic Design theory and practice, enhancing their capacity for insightful analysis and informed interpretation.

### **Research Design**

The aim of the Research Design module is focused on fostering fundamental research skills required by Graphic Design Honours students, specifically in the context of practice-based research. Practice-based research involves conducting research through creative or design projects, merging theoretical understanding with practical application. Through this module's assignments, students will develop the necessary competencies to create a robust research proposal and effectively undertake research projects. These skills are vital for their preparedness to engage in advanced academic pursuits in the realm of Graphic Design, emphasizing both theoretical knowledge and hands-on application within their research endeavours.

### **Research Project**

The Research Project module is designed to empower Honours Degree in Graphic Design graduates with postgraduate-level expertise, specialized competencies, and practical abilities, enabling them to excel as researchers in the design field. The primary goal of this module is to foster self-directed graduates equipped with creativity, advanced knowledge, technical skills, and values, positioning them as innovative designers in their chosen specialization. Additionally, graduates will gain academic knowledge and advanced research capabilities that find real-world application within the Graphic Design domain, ensuring their readiness for the demands of the field.

### **Portfolio and Professional Practice**

The Portfolio and Professional Practice module aims to serve as a pivotal practical component of the BA Graphic Design Honours qualification, preparing students to master advanced skills crucial for excelling in the graphic design industry or pursuing further academic endeavours within this field. Throughout the module, students will be motivated to question established design norms and embark on a journey of exploration, seeking inventive solutions meticulously tailored to distinct target audiences, across a broad spectrum of media. This module seeks to offer a robust platform where students can refine their practical graphic design capabilities, nurturing a profound comprehension of industry best practices and fostering contemporary design sensibilities. By the end of this module, students will be well-equipped to navigate the demands of the graphic design profession, be it in their careers or further academic pursuits, possessing a comprehensive skill set and a fresh perspective on design innovation.