



Bachelor of Arts Honours in Graphic Design

SAQA ID 120725 NQF Level 8

🕒 Qualification duration

Contact

Full-Time (Campus)

- Minimum: 1 year
- Maximum: 3 years

Full-Time (Online)

- Minimum: 1 year
- Maximum: 3 years

Part-Time (Online)

- Minimum: 3 years
- Maximum: 5 years

✅ Entry requirements

- A recognised undergraduate degree or equivalent for the specific honours degree.
- Or a certificate of evaluation on a minimum NQF level 7 for foreign qualification issued by SAQA.
- Or Recognition of Prior Learning.

AND

- All applicants are required to complete an entrance challenge, namely, a detailed letter of intent, an interview and a portfolio.

📄 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) for educator purposes. It provides a conference platform to publish research and includes moderators for specialist design subjects.

☰ 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.

This qualification is offered at the following campuses:

- Bedfordview
- Bloemfontein
- Cape Town: Mowbray
- Cape Town: Tyger Valley
- Durban
- East London
- Mbombela
- Midrand
- Nelson Mandela Bay
- Potchefstroom
- Pretoria
- Vanderbijlpark

* The Midrand campus is the only campus that will offer the Full-Time (Campus) option.



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Qualification structure

Year 1

The degree comprises the following integrated modules:

- Portfolio and Professional Practice
- Research Design
- Design Thinking for Social Impact
- Design Theory and Trends
- Research Project
- Advanced Design Portfolio

Qualification facilities

Year 1

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

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.



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Module descriptors

Year 1

Advanced Design Portfolio

The central aim of this module is to guide students in developing a comprehensive, professional-level design portfolio that demonstrates a mastery of knowledge at the forefront of Graphic Design practice. Students will engage with advanced research methodologies and techniques to inform a substantial personal project, critically evaluating knowledge production processes in their specialised area. The module emphasises the ability to synthesise complex information, develop creative responses to design problems, and effectively communicate academic and professional ideas through their portfolio. Students will translate research findings into visually compelling expressions, producing innovative, ethically-informed design solutions that contribute to the field's body of knowledge. The module will also foster student's capacity for self-directed learning, preparing them for ongoing professional development in the rapidly evolving field of Graphic Design.

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.

Design Thinking for Social Impact

This module aims to develop student's ability to apply and critically evaluate design thinking methodologies in addressing complex social issues within community systems. Students will engage with advanced theories and research methods relevant to human-centred design, demonstrating the ability to interrogate multiple sources of knowledge in this specialised area. The module emphasises problem-solving skills, enabling students to identify, analyse, and address abstract social challenges using a range of specialised design skills. Students will learn to operate effectively within community systems, critically reflecting on ethical implications and developing creative, context-appropriate solutions. The module will cultivate students' ability to translate research findings into impactful visual solutions, fostering a deep understanding of systems thinking in social contexts.

Professional Design Practice

This module aims to cultivate student's advanced knowledge and engagement with contemporary Graphic Design practices at the forefront of the field. Students will critically evaluate multiple sources of industry knowledge, applying specialised skills to address complex, real-world design briefs. The module emphasises the ability to navigate the complexities of selecting and applying appropriate design methodologies to unfamiliar problems, fostering ethical decision-making in professional contexts. Students will develop the capacity to effectively communicate design solutions to diverse audiences, demonstrating creative insights and rigorous interpretations.



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Module descriptors

Year 1

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, emphasising 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, specialised 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 specialisation. 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.