



Bachelor of Arts in Graphic Design

SAQA ID 120747 NQF Level 7

🕒 Mode and duration

Contact

Full-Time (Campus)

- Minimum: 3 years
- Maximum: 5 years

Part-Time (Online)

- Minimum: 5 years
- Maximum: 7 years

☰ Qualification description

The Bachelor of Arts (Graphic Design) is a comprehensive and career-focused qualification that prepares you for work in the highly competitive and rewarding world of design. Graphic designers are visual communicators who develop creative concepts and designs to promote or enhance products, services and organisations.

You will develop a broad theoretical foundation and practical experience in various core areas of graphic design such as Communication Design, Digital Design, Drawing, Web Design, Typography and Motion Graphics. The emphasis throughout is on intensive studio-based design training where you will practice and experiment with a range of mediums from drawing to photography to digital design. In addition, you will acquire broader skills and knowledge in Business English, Communication Science and Research Methodology, which will assist you in your world of work.

We attribute the success of this degree to our dedicated and industry-experienced teaching staff and a relevant curriculum that is ahead of trends.

Most importantly, our focus is on real-world application, completing projects, attending workshops and practicing essential design skills. This blended approach ensures that you graduate as well rounded, highly skilled and self-reflective designers with additional skills for the workplace, such as working independently, meeting deadlines and communicating effectively.

✓ Entry requirements

1. South African National Senior Certificate (NSC) with Bachelor's degree endorsement.
2. Or a National Certificate (Vocational) level 4 issued by the Council of General and Further Education and Training with Bachelor's degree endorsement.
3. Or a letter or certificate confirming an exemption from Universities South Africa (USAf) for any other school-leaving results.
4. Or completion of a Bachelor's degree.
5. Or completion of a relevant Foundation Programme along with a letter or certificate of exemption from Universities South Africa (USAf).
6. Or completion of a relevant Higher Certificate.
7. And 25 Eduvos points or more.

📁 Possible career options

Make design your way of life. The career choices for you as a Bachelor of Arts (Graphic Design) graduate are varied. Employment options include:

- 3D Modelling Advertising
- Motion Graphics
- Branding
- Broadcast
- Copywriting
- Design
- Desktop Publishing
- Entrepreneurship
- Information Architect
- Interactive Design
- Layout and Illustration
- Mobile Application Design
- Packaging Design
- Social Media Communication
- Social Media Design
- Video Editing
- Web Design

This qualification is offered at the following campuses:

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



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Qualification structure

Year 1

Students are introduced to the principles, history, theory and practice of graphic design.

- Applied Colour & Design
- Business English
- Communication Design 1
- Communication Science 1A & 1B
- Digital Design 1
- Drawing 1
- English For Graphic Design
- Motion Graphics 1
- Typography 1
- Visual Literacy 1A & 1B

Year 2

Students are introduced to more advanced concepts of graphic design.

- 3D Animation
- Digital Design 2A & 2B
- Drawing 2A & 2B
- Communication Design 2A & 2B
- Introduction To Research
- Motion Graphics 2A & 2B
- Typography 2A & 2B
- Visual Literacy 2A & 2B

Year 3

Students are introduced to advanced concepts of Advertising, Design and Multimedia. In this year students become well-rounded Graphic Designers with skills relating to both advertising and branding as well as digital mediums including Motion Graphics and Web design.

- Advanced Drawing and Illustration
- Communication Design 3A & 3B
- Copywriting
- Motion Graphics 3A & 3B
- Professional Practice A & B (WIL)
- Visual Literacy 3A & 3B
- Web Design A & B

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.



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Module Descriptors

Year 1

Applied Colour & Design

The Applied Colour and Design module is designed to equip first-year Graphic Design students with fundamental skills and knowledge critical for success in the field. By the end of this module, students will achieve mastery in the core principles of graphic design, encompassing concepts such as balance, hierarchy, contrast, proportion, and repetition to create visually compelling designs that effectively convey messages. In addition, students will develop proficiency in colour theory, exploring elements like the colour wheel, hue, saturation, brightness, and effective colour combinations. Furthermore, students will be introduced to essential industry-standard software tools, gaining expertise in illustration, publication design, and photo editing software. This comprehensive skill set will empower them to adapt their design abilities to various physical and digital mediums, preparing them for success in subsequent modules.

Business English

The aim of this module is to provide students with an understanding and practical knowledge of the business communication skills essential to any business venture.

Communication Design 1

The aim of the Communication Design 1 module is to provide students with solid foundational communication design competencies, by honing their skills in typography, colour, composition, images, iconography, and layout. Through the completion of carefully structured briefs, students will develop a fundamental understanding of these elements while cultivating their creative abilities within defined parameters. This module serves as a bridge between theory and practical application, enabling students to create communication designs that effectively convey message tone and personality, guide viewers through clear visual hierarchies, and maintain balance and harmony in layouts. In a technology-driven world, skilled communication designers are in high demand, making this module essential in preparing students for the industry's evolving needs.

Communication Science 1A

The aim of this module is to introduce you to the foundations of communication studies, the contexts of communication and the career opportunities for students of social sciences, creative arts, communications and humanities in general.

Communication Science 1B

The aim of this module is to introduce you to the foundations of communication studies, the contexts of communication, and the career opportunities for students of social sciences, creative arts, communications, and the humanities in general.

Digital Design 1

The primary aim of Digital Design 1 is to cultivate students' digital design skills, with a concentrated focus on three essential software programs: Adobe Photoshop, Adobe Illustrator, and Adobe InDesign. By the module's conclusion, students should possess a proficient understanding of creating digital images and projects using both vector and bitmap-based design applications. The overarching objective is to empower students to apply these principles in the development of concept-driven designs, all while recognizing the paramount importance of user experience in their design decisions. Additionally Digital Design 1 will further elevate students' digital design competencies, by introducing them to the principals of User Experience/User Interface Design and the use of industry standard software such as Adobe XD and Figma. By the end of the module, students should have a comprehensive understanding of preparing assets for web-based projects and should be well-versed in crafting digital images and projects using vector and bitmap-based design software. The module strives to equip students with the ability to apply these principles in generating concept-driven designs, while fostering an appreciation for the critical role of user experience in their decision-making processes.

English For Graphic Design

The aim of this module is to develop your critical thinking and writing skills as first-year graphic design student. The expected outcome is that you, upon completion of the module, will emerge with a clearer grasp of the English language as well as enhanced communication skills which you will be able to apply in both academic and professional settings.



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Module Descriptors

Drawing 1

The primary goal of this foundational drawing module is to provide first-year Graphic Design students with essential drawing skills. The aim is to instil confidence in their drawing abilities, a fundamental skill that underpins graphic design and visual communication. The module is designed to immerse students in a series of exercises that emphasize the mastery of critical elements such as line types and usage, perspective, values and light, edges, proportion, composition, construction, process, form, and anatomy. In addition to traditional drawing skills, the module expands its scope to include digital drawing and illustration. This extension equips students with a diverse range of exercises and activities tailored to the digital domain. The central focus is on developing proficiency in the use of digital tools and software, particularly Adobe Illustrator and Adobe Photoshop. This comprehensive approach prepares students to excel in both traditional and digital drawing, ensuring they are well-prepared to tackle the challenges of graphic design and visual communication effectively.

Motion Graphics 1

The primary aim of Motion Graphics 1 module is to provide students with a strong foundation in Motion Graphics, emphasizing the theory and practical application of storyboarding. Through this, students will gain a comprehensive understanding of how storyboarding serves as a pivotal tool for planning audio-visual projects and conveying information effectively across diverse contexts. Additionally, the module aims to offer students specific motion graphics experiences that enhance both manual and digital skills. This includes exploring elements such as shot composition, mood and atmosphere creation, camera angles, transitions, lighting, narrative coherence, and sequential storytelling. Students will also delve into the application of design principles, encompassing line, value, shape/volume, texture, and colour, as well as experimenting with spatial illusion, composition, and expressive meaning. Moreover, the module will equip students with the ability to employ a variety of techniques in pre-production techniques in both traditional and digital mediums. The focus on technical aspects is another central aspect of this module, including a comprehensive understanding of basic animation and editing techniques.

Typography 1

The Typography 1 module aims to give first-year graphic design students a solid foundation in typographic concepts, terminology, principles, and techniques. Throughout the module, students will explore the basics of publication design, focusing on the vocabulary of effective typography. By the end of the module, students will be proficient in using Adobe InDesign for layout design, strategically employing style, size, colour, and placement to enhance readability and legibility. Through industry-based practical assessments, students will learn to set up and arrange layouts, while also developing a theoretical understanding of design methods and concepts for type-based layouts. Ultimately, the module aims to empower students with both theoretical knowledge and practical skills in typography and publication design.

Visual Literacy 1A

The aim of the Visual Literacy 1A module is not only concerned with the technical aspects of the images themselves, but also with the possible, often debatable, reasons why those images were made and why they took on a particular aesthetic, based on the most widely accepted theories relevant to the topic. Topics will be based on themes found in history and their relevance to graphic design as a whole. Students are encouraged to view the images in the context of broader socio-political, socio-economic or socio-religious factors or events that are a measure of cultural developments that define eras.

Visual Literacy 1B

The aim of the Visual Literacy 1B module is to continue the development of first year Graphic Design students critical thinking and analytical skills. In this module students understanding of artistic, cultural and design movements will be expanded and well as further fostering their proficiency in developing their own interpretations and articulating these effectively in writing.



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Module Descriptors

Year 2

3D Animation

The aim of this module is to develop your proficiency in a range of digital 3D modelling techniques using Autodesk Maya and Adobe Photoshop; understand their suitability to various contexts; and develop the ability to select and apply a range of CGI techniques. You will be guided through this course with the goal of improving your creative and conceptual abilities to resolve visual communication problems using 3D modelling in cinema, broadcast, advertising, and marketing materials. By the end of this module, you should be able to create 3D mock-ups, walk troughs and concept designs.

Communication Design 2A

The aim of Communication Design 2A is to assist you, a second year Graphic Design student, in deepening your understanding of the distinguishing factor between a design professional and a design enthusiast; that is that the professional has an intimate knowledge of the channels that need to be followed for a piece of design to achieve its objectives. Through engagement with industry relevant briefs, this module prepares you for the various real world challenges you will be faced with as a working designer. Importantly, this module focuses on developing your knowledge in various areas of design production in order to give you a competitive edge.

Communication Design 2B

Communication Design 2 aims to expose the intermediate level design student to this business practice without over-emphasising it. Students are encouraged to push the limits of their own creativity, explore the many varieties of output capabilities available, and become more aware that what is conceived in the mind is not always production friendly or feasible. This will empower the student to make better decisions in the future and to be proactive in developing aesthetic solutions to design production problems. Ultimately, this module aims to expose the limitations of production processes and to show how to overcome these limitations by being creative problem solvers.

Digital Design 2A

The overall aim of the Digital Design 2A module is to deepen second year Graphic Design Students to the discipline of Digital Design, that is the category of visual communication which displays information through a digital interface. More specifically this module will introduce students to HTML, CSS, UX, UI and other important aspects of Digital Design, especially in regard to Web design.

Digital Design 2B

The Digital Design 2B aims to strengthen second year Graphic Design students conceptual and technical competency within the discipline of Digital Design. Building on the knowledge and skills acquired in the Digital Design 2A module, this module focuses on preparing students to become competent Digital designer who are able to create, manage, and produces digital design solutions for a variety of uses including websites, product graphics, social media graphics and brand campaigns.

Drawing 2A

The aim of the Drawing 2B module is to develop your proficiency in a range of drawing techniques. It includes building an understanding of applying the appropriate technique and style to various contexts and developing the ability to plan, research and execute the best suited solution to a wide range of drawing challenges. You will be guided to improve your creative and conceptual skills to resolve visual communication challenges using hand drawn and digital illustration techniques in the fields of self-promotion, entertainment, storytelling, advertising and production of marketing assets.

Drawing 2B

The aim of the Drawing 2B module is to continue developing students proficiency in a range of drawing techniques. As with Drawing 2A this includes building an understanding of applying the appropriate technique and style to various contexts and developing the ability to plan, research and execute the best suited solution to a wide range of drawing challenges. Drawing 2B will consolidate the digital drawing and illustration skills acquired throughout the course of second year Graphic Design student's studies, and require them to apply these in the design and development of concept art and character design.



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Module Descriptors

Introduction To Research

The aim of this module is to introduce you to research methods for mass media. This module focuses on the key theoretical and practical elements of conducting research in the field of media studies focusing on mass media.

Motion Graphics 2A

The aim of this module is to develop your proficiency in range of digital animation techniques, understand their suitability to various contexts; and develop the ability to select and apply a range of digital animation techniques. You will be guided to improve your creative and conceptual abilities to resolve visual communication problems using motion graphics in advertising and marketing materials. Furthermore, you will learn to resolve visual communication problems using motion graphics in various contexts. This includes the ability to select and apply a range of digital animation techniques.

Motion Graphics 2B

The overall aim of the Digital Design 2A module is to deepen second year Graphic Design Students to the discipline of Digital Design, that is the category of visual communication which displays information through a digital interface. More specifically this module will introduce students to HTML, CSS, UX, UI and other important aspects of Digital Design, especially in regard to Web design.

Typography 2A

The aim of this module is to build on your typography proficiency by employing a range of design skills to create an array of typography led solutions. You will be guided to improve your creative and conceptual abilities to resolve visual communication problems.

Typography 2B

The aim of the Typography 2B module is to further expand on your typography proficiency by employing a range of design skills to create an array of typography led solutions. As in Typography 2A, you will be guided to improve your creative and conceptual abilities to resolve visual communication problems. The assessments in this module are designed to grow your typographic competency from what you have learnt in Typography 1, and the workflow and interface of InDesign. You will use the learned skills to create industry relevant products and designs for print and digital applications.

Visual Literacy 2A

This module aims to produce a visually literate student that can meaningfully engage with the visual world around them both on a conceptual level as well as a creative one. Students will be provided with the skills necessary to help them understand both how visual media works, but also how the world works through the visual media we consume.

Visual Literacy 2B

The aim of the Visual Literacy 2B module is centred on further preparing students to become visually literate individuals who are empowered to meaningfully engage with the visual world around them both on a conceptual level as well as a creative one. Building on the knowledge and skills established in the Visual Literacy 2A module, students are challenged to engage in conducting a self-motivated research essay that demonstrates their understanding of both how visual media works, but also how the world works through the visual media we consume.



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Module Descriptors

Year 3

Advanced Drawing and Illustration

This module aims to develop an understanding of a range of digital and hand illustration techniques, their suitability to various contexts; and develop the ability to select and apply a variety of digital and hand illustration techniques. Attempt to resolve visual communication problems using illustration in advertising and marketing materials. The module further aims at developing and advancing your illustration and drawing skills. You will primarily focus your efforts towards expanding your conceptual and technical approaches to drawing and illustration. With an emphasis on the importance of adapting creative approaches to complicated scenarios, you will be encouraged to broaden your perspectives in the way of digital and hand rendered applications. More than ever you need to consider societal impact when it comes to the world of images, to further understand your role and influence as a creator of media, you will be encouraged to provide detailed explanations for the conceptual narratives you choose to deliver through your work.

Communication Design 3A

The aim of the Communication Design 3A module is to enable final-year Graphic Design students to enhance the core skills they've developed in their earlier studies. This module challenges them to address intricate design problems in areas such as branding and advertising, honing their abilities in both creative and technical aspects of creating compelling visuals. Additionally, it underscores the development of professional skills needed to manage substantial projects and highlights the significant impact design choices have on a company's brand identity and the conveyed mood.

Communication Design 3B

Communication Design 3B, serves as a progression from the skills and knowledge established in the Communication Design 3A module, aiming to further advance the capabilities of final-year Graphic Design students. This module encourages students to employ their enriched skill set in tackling complex design challenges across various domains, with a focus on branding and advertising. Throughout the module, students will consolidate essential Communication Design skills, understanding distinctive styles, and mastering core design principles. Both modules combined create a comprehensive learning journey in the field of Communication Design.

Copywriting

The primary aim of the Copywriting module is to foster third year Graphic Design student's ability to harness the art of words for the purpose of promoting individuals, businesses, opinions, or ideas through diverse advertising media. It offers a comprehensive exploration of the realm of copywriting, encompassing a wide spectrum of advertising formats, which include, but are not limited to, television commercials, radio advertisements, internet SEO copy, and brochures. By the end of this module, students should not only understand the pivotal role of a copywriter within the advertising industry but also be proficient in conceptualizing and creating the content that this profession demands. This module will challenge students to apply their skills in real-world scenarios, ultimately culminating in the creation of an industry-standard piece. This hands-on experience will prepare students to excel in both advertising agencies and other organizational contexts, enabling you to meet the evolving demands of this dynamic profession effectively.

Motion Graphics 3A

The aim of this module is to develop your proficiency in range of digital animation techniques, understand their suitability to various contexts; and develop the ability to select and apply a range of digital animation techniques. You will be guided to improve your creative and conceptual abilities to resolve visual communication problems using motion graphics in advertising and marketing materials. Furthermore, you will learn to resolve visual communication problems using motion graphics in various contexts. This includes the ability to select and apply a range of digital animation techniques.

Motion Graphics 3B

The aim of the Motion Graphics 2B module is to improve student's expertise in digital animation techniques, by building upon the foundation set out in the Motion Graphics 2A module. Through the completion of this module, students will acquire additional editing and video production skills needed to further enhance their ability to effectively address visual communication challenges in a wide range of contexts. Through engaging in real-world projects that require students to address various visual communication challenges, this module will develop students' creative and conceptual abilities as they craft impactful motion graphics and video productions.



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Module Descriptors

Professional Practice A (WIL)

The aim of the Professional Practice A module is to provide final year Graphic Design students with the opportunity to refine the soft skills essential for the Graphic Design industry and real-world-readiness. In addition to engaging in activities focused on professional skills such as time management, finance and communication; students will also be challenged to create a personal business brand which includes the design of a coherent corporate identity for use as they begin their careers as professional designers. Additionally they will be tasked with creating a thought-out, professional CV as well as set up an online Behance and LinkedIn profile.

Professional Practice B (WIL)

The aim of the Professional Practice B module is to further facilitate and prepare final year Graphic Design students for entry into the Graphic Design industry. Students will continue to engage in activities focused on professionalism, real-world-readiness and best practice. Building on the self-promotion materials created in the Professional Practice B module, students will now be guided in the design of a digital portfolio of work that can be used to send to prospective employers or clients. The professionally laid out portfolio will consist a curated body of the students best work, in order to showcase a range of the students design skills and competencies.

Visual Literacy 3A

The aim of the Visual Literacy 3A module is to foster a spirit of investigation, scepticism and creativity. Final level Graphic Design students are expected to be able to form their own opinions and interpretations based on sound, objective reasoning, extensive research, and familiarity with a wide spectrum of relevant disciplines. The desired outcome is a rigorous, logical yet original thinker with a working knowledge of contemporary discourses on art, design and culture, and a sound grasp of their historical precedents. The ability to engage with our social and cultural environment is an essential skill for successful graphic design. On completion of this module, the student must have an understanding and appreciation of the African philosophies that helped shape our current South African and Global socio-political climate. By investigating the changes and developments brought on by the emancipation of Africa, the students will also focus on the implications for designing in such a multicultural environment.

Visual Literacy 3B

Drawing on the knowledge and skills established in the Visual Literacy 3A module, The aim of the Visual Literacy 3B module is to challenge final year Graphic Design students to engage in conducting a self motivated research using practice-based design as a broader research methodology. Students will be required to conceptualise and execute a coherent research essay which demonstrates their understanding of a particular subject relevant to their field.

Web Design A

The aim of this module is to develop your understanding of web design technologies and build your skills in executing functional, well-conceptualised and well-designed apps and websites using Adobe XD and Wix. This module aims to extend your knowledge from the Digital Design 2 module gained in your second year by developing your skills with increased complexity in a variety of contexts and applications, such as Internet protocols such as FTP and the associated software. Furthermore, you will learn to resolve visual communication problems using web design in various contexts; and develop the ability to select and apply a range of digital technologies.

Web Design B

The aim of the Web Design B module is to expand final year Graphic Design students understanding of web design technologies established in the Web Design A module. This includes the ability to conceptualise, plan and build functional web pages and applications that combine text with sounds, pictures, graphics and video clips on industry relevant software and platforms. This module will extend students foundational knowledge by developing their skills with increased complexity in a variety of contexts and applications. Furthermore, you will learn to resolve visual communication problems using web design in various contexts; and develop the ability to select and apply a range of digital technologies.