Higher Certificate in Art and Design

SAQA ID 121378 NQF Level 5

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: 2 years
- Maximum: 5 years

Qualification description

The Higher Certificate in Art and Design offers students a broad exploration of the dynamic and evolving landscape of the creative industries. Designed to provide foundational skills for careers in this field, the curriculum comprises various modules that equip students with valuable knowledge and expertise essential for professional practice in design-related disciplines. Emphasis is placed on cultivating transferable skills such as effective teamwork, independent initiative, organisational competence, and problem-solving strategies. Students learn to adapt and remain flexible in their approach to graphic design and related fields, demonstrating resilience under pressure and meeting challenging targets within defined parameters.

Upon completion of the program, students will emerge with a solid foundation in art and design, ready to contribute meaningfully to the ever-evolving creative industries through their innovative thinking, creative problem-solving abilities, and professional practice.

Possible career options

The Higher Certificate in Art and Design provides graduates with foundational skills towards the following specialist careers:
- Animation
- Branding
- Digital Design
- Graphic Design
- Illustration
- Marketing and Advertising
- Marketing Communication
- Multimedia Art
- Photography
- User Interface (UI) and User Experience (UX) Design
- Web Development

Entry requirements

- South African National Senior Certificate (NSC) with Bachelor's degree, Diploma or Higher Certificate pass.
- Or a National Certificate (Vocational) Level 4 issued by the Council of General and Further Education and Training with a Bachelor's degree, Diploma or Higher Certificate pass.
- Or a Certificate of evaluation on a minimum NQF level 4 for foreign qualification issued by SAQA.
- Or a letter or certificate confirming an exemption from Universities South Africa (USAf) for any other school-leaving results.
- Or completion of a Bachelor's degree, Diploma, Higher Certificate or equivalent.
- Or Recognition of Prior Learning.

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.

This qualification is offered at the following campuses:

- Bedfordview
- Cape Town: Tyger Valley
- Midrand
- Pretoria

Higher Certificate in Art and Design

SAQA ID 121378 NQF Level 5

⊞ Qualification structure

Year 1

- Communication in Art and Design
- Contextual Studies in Art and Design
- Digital Design Practices
- Graphic Design Practices
- Individual Project
- Professional Development
- Software in Art and Design
- Techniques and Processes in Art and Design

Higher Certificate in Art and Design

SAQA ID 121378 NQF Level 5

⬡ Module descriptors

Year 1

Communication in Art and Design

The aim of this module is to engage students in the multifaceted realm of visual communication within art and design, highlighting its pivotal role in conveying information, ideas, and emotions. By examining historical and contemporary contexts, students will gain a comprehensive understanding of visual communication's significance in the creative industries and its profound impact on society. Throughout the module, students will be introduced to the fundamentals of visual communication, explore various principles and techniques across different design disciplines, and analyse examples within a South African context. The module will also foster critical thinking and creativity, encouraging students to apply visual communication principles to address communication problems effectively and craft compelling visual narratives.

Contextual Studies in Art and Design

The aim of this module is to provide students with a comprehensive understanding of the historical, cultural, and theoretical frameworks that shape contemporary artistic and design practices. Through an exploration of key cultural developments, practices, and movements since the 20th century, and with a focus on the dynamic landscape of the 21st century, students will gain insight into digital art, interactive design, globalization's impact, sustainability, diversity, and contemporary theoretical perspectives. The module aims to equip students with the theoretical methods and research skills necessary to critically analyse and contextualize contemporary works of art and design. By the end of the module, students will be prepared to navigate the complexities of the contemporary art and design landscape, engage with diverse perspectives, and contribute meaningfully to the field through their own creative practice and critical inquiry.

Digital Design Practices

The Digital Design Practices module aims to provide students with foundational skills essential for creating compelling digital experiences. Throughout the course, students will learn to apply UX/UI design principles to craft intuitive and visually appealing digital interfaces that prioritize user experience. They will explore techniques in motion graphics to enhance engagement and interaction within digital environments. Students will gain competence in 3D modelling skills, allowing students to incorporate dynamic visual elements seamlessly into their designs. Additionally, students will master the creation of interactive animations, enabling them to craft narratives that captivate audiences. Through hands-on projects and exercises, students will develop the ability to create functional prototypes, showcasing their digital experiences and interactive features. By the end of the module, students will possess a solid foundation in digital design, ready to apply their skills in various design contexts.

Graphic Design Practices

The aim of the Graphic Design Practices module is to engage students in industry-focused graphic design practices essential for success within the contemporary communication design field. Through a blend of theoretical exploration and hands-on projects, students will develop proficiency in key industry skills including corporate identity design, social media graphics, typography, advertising, copywriting, and digital design principles. Emphasizing industry standards and best practices, the module aims to equip students with the practical knowledge and expertise required to conceptualise, execute, and deliver professional-grade visual communication solutions. By gaining insights into current industry trends, emerging technologies, and ethical considerations, students will be prepared to meet the demands of modern audiences and clients. Upon completion of the course, students will emerge equipped with the confidence and capabilities needed to thrive as adept practitioners in the competitive landscape of contemporary communication design.

Higher Certificate in Art and Design

SAQA ID 121378 NQF Level 5

⛭ Module descriptors

Year 1

Individual Project

This module aims to challenge students to apply the knowledge and skills acquired from previous modules within the qualification to undertake a self-directed design project within a designated thematic framework. By completing this module, students can independently define, plan, and execute an industry-relevant project to augment their professional portfolio. Integrating insights gained from earlier modules, students enhance their creativity, critical thinking, and problem-solving capabilities. The module is designed to foster students' confidence in managing the entire design process, from inception to completion, enabling them to navigate thematic constraints effectively and develop compelling visual communication solutions. Through hands-on practice and reflective exercises, students gain a deeper understanding of their strengths and interests, preparing them for success in the dynamic and diverse landscape of the creative industries.

Professional Development

The aim of the Professional Development module is to empower students with the essential professional skills and knowledge needed to thrive in the dynamic and competitive creative industries. By exploring the intersections of technology, society, and culture, students will gain insight into how these factors influence roles and professions within creative disciplines. This module is designed to prepare students to navigate diverse employment opportunities, ranging from freelancing to in-house design positions, by equipping them with key professional competencies. Students will develop critical skills such as effective communication, time management, adaptability, problem-solving, collaboration, attention to detail, creativity, technical proficiency, business acumen, and professionalism. By the module's conclusion, students will be equipped to craft a compelling portfolio and proactively pursue employment opportunities within the evolving landscape of the creative industries.

Software in Art and Design

This module aims to develop students' proficiency in industry-standard software, focusing primarily on Adobe Creative Cloud tools like Photoshop, Illustrator, and InDesign. Mastering these fundamental programs is crucial for success in various creative industry roles. Upon completion of the module, students will not only understand how to use software effectively but also be able to choose the most appropriate software for their design projects. Additionally, the module seeks to foster students' personal style and creative development by empowering them to express their artistic vision and conceptual ideas effectively. Through hands-on training and exploration of open-source tools, students will develop the adaptability needed to keep pace with evolving software technologies and trends, thereby enhancing their employability and readiness for professional design practice.

Techniques and Processes in Art and Design

The aim of the Techniques and Processes in Art and Design module is to immerse students in design principles and methodologies, with a focus on design thinking. Through theory and practice, students will cultivate creativity, emphasizing innovative thinking, problem-solving, and idea generation. They will develop visual communication skills, learning how to utilise and integrate colour, typography, imagery, and layout effectively. Additionally, students will enhance drawing, sketching, and basic photography skills, crucial for accurate communication and visual storytelling. Throughout the module, students will also develop an understanding of fundamental design principles such as balance, contrast, and hierarchy, and how these contribute to making effective designs. The module fosters critical thinking, empowering students to analyse design problems and make informed decisions based on research and evidence. Equipped with effective time management and organizational skills, students will be prepared to manage design projects efficiently and meet deadlines in the dynamic creative industry landscape.