A large, stylized sun with a brown circular center and numerous sharp, triangular rays extending outwards. The words 'GRAPHIC DESIGN' are written in white, bold, uppercase letters across the center of the sun.

**GRAPHIC
DESIGN**

A decorative graphic consisting of two stylized flags on poles, a central geometric star-like shape with multiple points, and a small circle above it.

PROSPECTUS

A black circular graphic with a white outline, containing the year '2016' in white text. A white line extends from the top of the circle, curving upwards and then downwards.

20
16

INDEX

01

AN INTRODUCTION



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BA IN GRAPHIC DESIGN



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SELECTION PROCESS



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Please refer to "The Selection Process_e.pdf" included on this disk drive for more detailed information regarding the selection process and portfolio requirements.



what is
GRAPHIC DESIGN?

Graphic Design is omnipresent. We all interact with it on a daily basis; most don't realise it.

Graphic Design is "art" in the form of visual communication. The job of the graphic designer consists of the creation of original and creative illustrations and designs in response to a problem or situation. Graphic Design includes the aesthetic and creative aspects of all promotional material. Examples include the design and illustration of emblems, brochures, posters, websites, interactive CD's, technical and editorial illustrations, menus, business cards, cover designs and layout designs and visual materials used in the corporate and advertorial world.

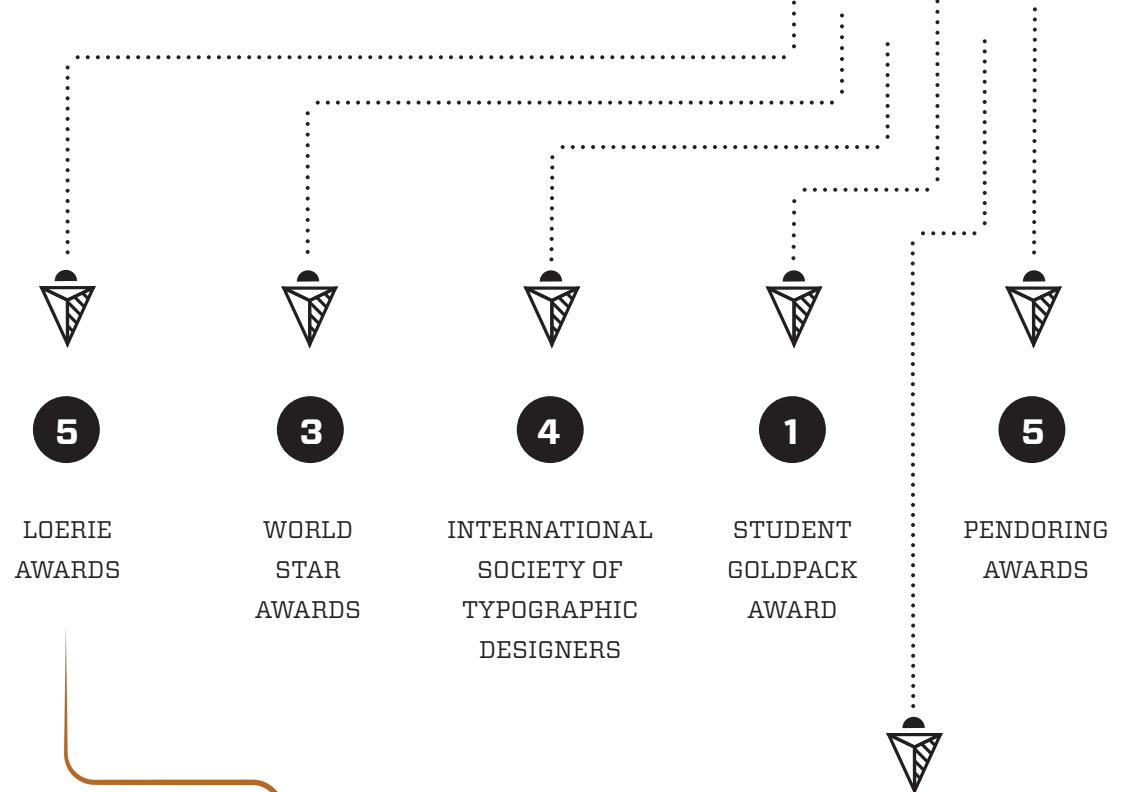
Graphic designers are strategists, problem solvers, visual thinkers, team-players, creatives and effective communicators - all at once.

IN CASE
YOU DIDN'T
ALREADY
KNOW



SO,
WHO ARE WE?
you ask

The BA Graphic Design degree was first offered on the Potchefstroom campus of the North-West University in 2000. Since 2009, The Graphic Design subject group has been lauded as one of the top training institutions in South Africa. Our students continuously enjoy the recognition afforded the institution by the many awards that have been won in the past years and in which our students continue to excel.



5
 LOERIE AWARDS

3
 WORLD STAR AWARDS

4
 INTERNATIONAL SOCIETY OF TYPOGRAPHIC DESIGNERS

1
 STUDENT GOLDBACK AWARD

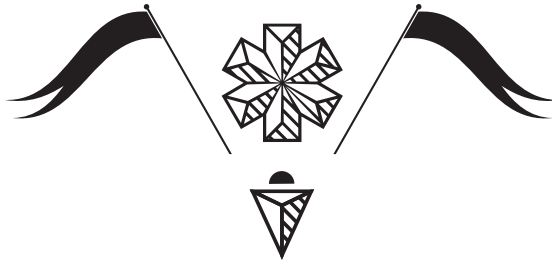
5
 PENDORING AWARDS

FINALIST FOR THE SHORT FILM 'SPEL'



SILWERSKERMFEES

AMONGST THE
TOP 5
 INSTITUTIONS
 ON THE LOERIE AWARD RANKINGS



BA GRAPHIC DESIGN

The aim of the program is to train graphic designers in the proper use of their knowledge and skills in the field of graphic design.

The graphic design industry is a growing, dynamic industry and is commonly known as the largest employer of artists in creative professions. However, individual talent, drive and personality play a crucial role in determining the position that a qualified individual will hold in the market.

Several enterprises, companies, design institutions, communication and printing houses appoint graphic designers. The qualified individual who enjoys his or her independence, can start his or her own undertaking or appoint other designers to work with him or her.

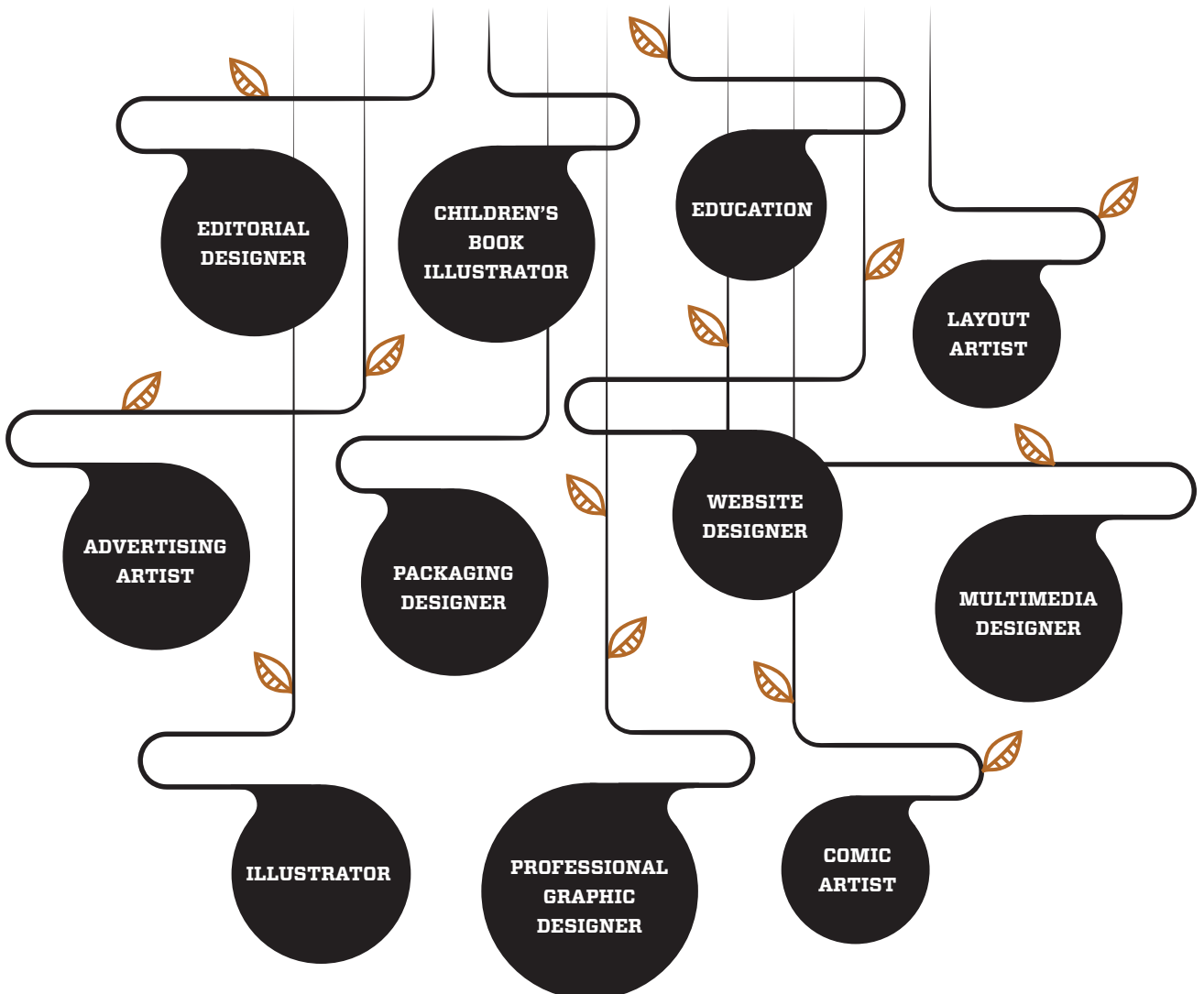
The world of graphic design is one of the most stimulating and exciting fields of study into which a talented student can enter and offers numerous career opportunities that are both satisfying and full of challenges.

CAREER OPPORTUNITIES



JUST A
HANDFUL OF THE
MANY TO CHOOSE
FROM

CAREER OPPORTUNITIES





CURRICULUM

For the purposes of this qualification, two focussed curriculum streams are presented - Graphic Design and Multimedia Design. Both focus on training students that are intent on establishing a career in the fast-paced graphic design industry in South-Africa.

GRAPHIC DESIGN

The Graphic Design stream focusses on print media such as packaging, corporate identities, publication design, advertising campaigns amongst others. Students will engage with the tactile and conceptual aspects and principles of design.

> PG 06

A.K.A.

PRINT
DESIGN

MULTIMEDIA DESIGN

The Multimedia Design stream focusses on digital media materials and aspects such as motion graphics, film making, animation, website design amongst others. Students will engage with the conceptual aspects of design as well as the translation of these design principles for an interactive and digital format.

> PG 07



the
GRAPHIC DESIGN
stream

YEAR **1**



FOUNDATIONAL COURSE

Every student completes a standard first year course with graphic design, illustration, art history and communication modules.

YEAR **2**



GRAPHIC DESIGN

Students are required to specialise in either the illustration or communication streams of graphic design.

GRAPHIC DESIGN

with Communication

GRAPHIC DESIGN

with Art History
and Illustration

OR

YEAR **3**



GRAPHIC DESIGN

In third year, students have the opportunity to further specialise by selecting between the graphic design or multimedia design (page 7) streams.

GRAPHIC DESIGN

with Communication

GRAPHIC DESIGN

with Art History
and Illustration

OR

YEAR **4**



GRAPHIC DESIGN

Those students who elected to follow the communication stream are now required to once again specialise. Those that chose to enter into the illustration stream, follow a single course option.

GRAPHIC DESIGN

with Communication
for Social Change

GRAPHIC DESIGN

with Communication
Management

GRAPHIC DESIGN

with Art History
and Illustration

OR

OR



the
MULTIMEDIA DESIGN
stream

YEAR **1**



FOUNDATIONAL COURSE

Every student completes a standard first year course with graphic design, illustration, art history and communication modules.

YEAR **2**



GRAPHIC DESIGN

Students are required to specialise in either the illustration or communication streams of graphic design.

GRAPHIC DESIGN

with Communication

GRAPHIC DESIGN

with Art History
and Illustration



YEAR **3**



MULTIMEDIA DESIGN

In third year, students have the opportunity to further specialise by selecting between the graphic design (page 6) or multimedia design streams.

MULTIMEDIA

with Communication

MULTIMEDIA

with Art History
and Illustration



YEAR **4**



MULTIMEDIA DESIGN

Those students who elected to follow the communication stream are now required to once again specialise. Those that chose to enter into the illustration stream, follow a single course option.

MULTIMEDIA

with Communication
for Social Change

MULTIMEDIA

with Communication
Management

MULTIMEDIA

with Art History
and Illustration



how does the

SELECTION PROCESS

work?



PHASES



PHASE ONE

NWU STUDENT APPLICATION

University admissions take place separate from the graphic design selection process. Acceptance by the graphic design subject group does not automatically give you university admission.



15
JULY 2016

CLOSING DATE
PHASE 1

PHASE TWO

SELECTION PORTFOLIO

Compile a portfolio that represents your creative and technical skill. This portfolio consists of four prescribed projects and a personal selection of your work.



15
JULY 2016

CLOSING DATE
PHASE 2

PHASE THREE

SKILLS TEST AND INTERVIEW

If your student application and submitted selection portfolio were successful, you will be contacted to make an appointment for either of the two dates below for a design workshop, life drawing test and short interview.



07
OCTOBER

OPTION TWO
PHASE 3

06
AUGUST

OPTION ONE
PHASE 3



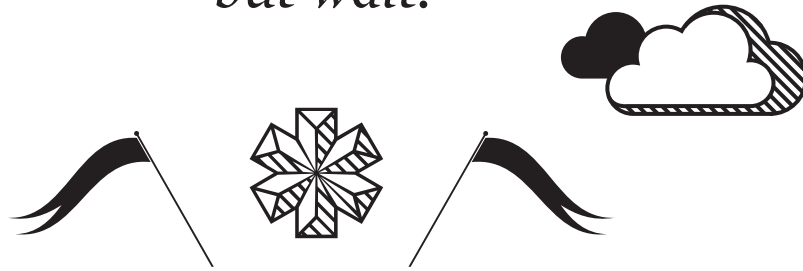
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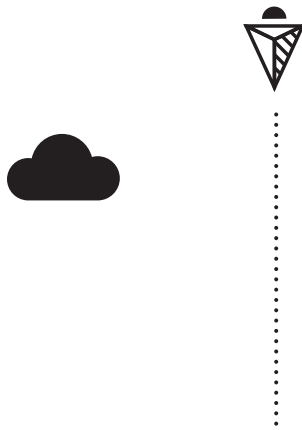


THE END

but wait!



**YOU STILL HAVE
A BURNING QUESTION
ON YOUR MIND?**



QUESTIONS?

018 299 2458 : NWU Admissions Office

018 299 4091 : Zita Kyster
Secretary
Graphic Design

018 299 4096 : Colette Lotz
Subject Head
Graphic Design