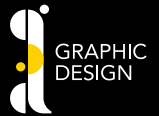


GRAPHIC DESIGN

BACHELOR OF ARTS IN GRAPHIC DESIGN AND
BACHELOR OF ARTS IN GRAPHIC DESIGN (with Communication)



**PROSPECTUS
AND APPLICATION
PROCESSES**



© 2022. BA Graphic Design
Prospectus. NWU Graphic Design.

Graphic Design Subject Group

School of Communication
Faculty of Humanities
North-West University
Potchefstroom Campus

Please visit www.nwu.ac.za to apply
online for university admission.

***The NWU BA Graphic Design
degree programmes are selection
courses.***

Please make sure you adhere to the
selection criteria for our programme
when applying.



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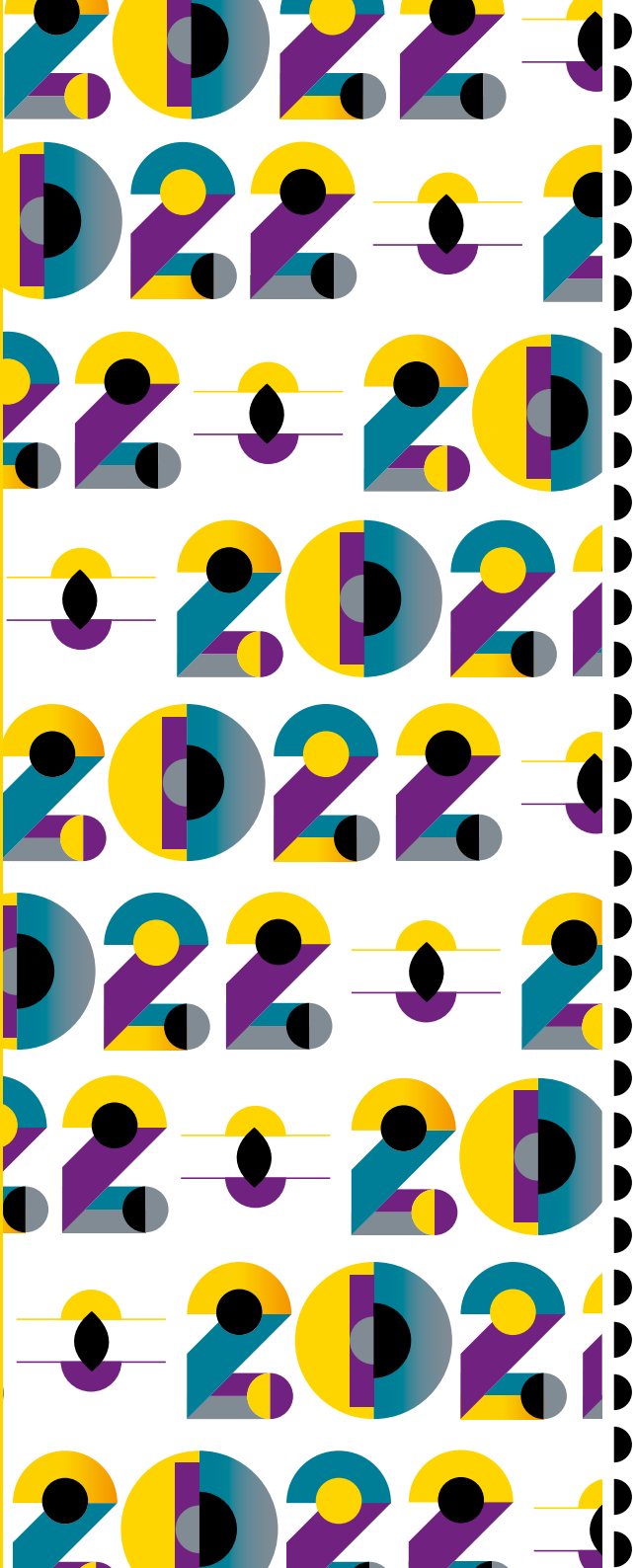
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Introduction



FOREWORD

The North-West University has established itself as an institution that provides sought-after design qualifications. Our alumni have proven their calibre through the awards that they have won and by continuing to excel in their chosen fields and professions beyond their four years of study.

Our staff are dedicated mentors and facilitators, and ensure that our students are able to step into the design industry of their choice with a competitive edge.

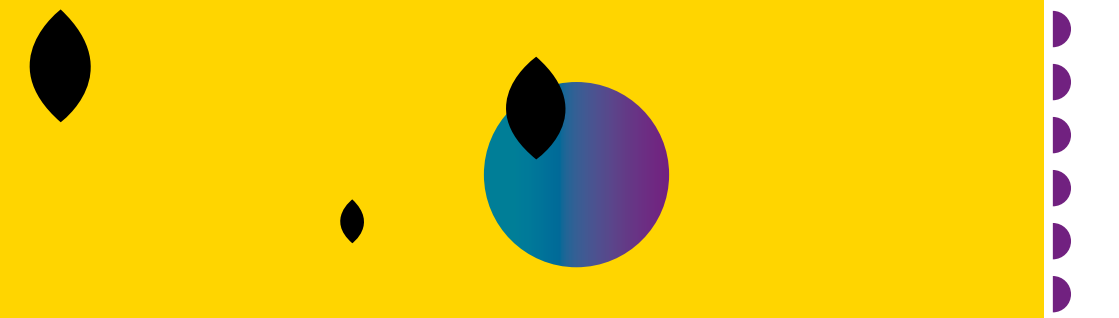
We are a small but motivated team running the two Graphic Design programs offered by the NWU. Our top priority is to foster our students' critical problem solving abilities and thereby nurture a generation of graphic designers and creative thinkers who are not only outstanding in their craft – be it graphic design, multimedia design or illustration - but who are also socially responsible citizens.

We believe that the most meaningful learning takes place through experience and interaction and therefore extends beyond what the pages of a book alone can offer. The creative environment at the NWU is critical to this and immerses our students in a community driven by a sense of responsibility towards the discipline of visual communication, our society, and the planet through their devotion, hard work and passion.

We sincerely hope that you start your journey with us, and continue to build on our legacy of design achievement.

NWU Graphic Design

Subject Group



Every year in the small student town of Potchefstroom, we meet a bunch of excited and curious younglings visiting the North-West University. They are looking for something: something that will inspire them, something to provide them with a thrilling challenge, something that will make them feel at home, somewhere that they can plan and build their future careers. Usually, those who feel like square pegs in round holes, those who see things that others don't, those who know what they want, discover the Arts & Design building on the Potchefstroom campus nestled in the shade of majestic and monumental trees. Here, they see students, hard at work creating beautiful and profound things. They have heard about it. They have questions and they want answers. Is this the place? Is this where it all happens?

Most definitely.



OUR STORY

If you are naturally inquisitive, are excited by creativity, enjoy solving problems, see things around you that can always be better than they are, and have a strong sense for visual communication, then you are in the right place.

The NWU's BA Graphic Design programmes equip our students to be suited for various opportunities within the creative industry - from working in an agency or studio, to embracing the independence of freelance work or pursuing their own creative interests and turning them into a career. Our students are renaissance people, awakening themselves to know more about the world and its challenges, and to find possible solutions to its problems.

Our curricula are structured to develop deep thinking, professional practice, research, insight, and exceptional craft in the development of solutions that are sustainable, original and relevant.

Our alumni are sought-after in the workplace, and manage to build up impressive portfolios. We encourage students to be independent thinkers, explorers and engaged learners. Over the years our students have won numerous awards in different creative arenas, and we continue to rank highly as an academic institution offering a four-year graphic design degree.



OUR VISION

The BA Graphic Design program's vision is to effectively and successfully equip and enable graduates to be fully rounded conceptual thinkers, problem solvers, and skilled practitioners in their industries, as well as critical thinkers and future researchers.

The BA Graphic Design programs aim to achieve this vision through its teaching and learning by:

- Introducing research methodologies and critical analysis in the field.
- Embracing and developing critical thinking and problem-solving competencies.
- Enabling continuous learning facilitation and adaptability for exploratory, solution-driven practice.
- Promoting creativity, innovation and responsive interactions in industry and society as a whole.
- Generating national and international mindfulness and interconnectedness in the creative industries.
- Providing physical and digital learning environments that enable investigative collaboration, design thinking creativity, and enquiry.

We endeavour to achieve these goals:

To serve the creative industries by preparing future graduates to become professionals who can contribute meaningful solutions, innovations and societal impact.

To instill best practices for professional graphic design and related disciplines in our future graduates in order to become leaders in the industry, characterised by progressive thinking, academic vigour and practical expertise.

To encourage and nurture inter-disciplinarity, not only within the creative industries, but also in other fields as related to our profession and research.

OUR BUILDING

The Graphic Design subject group is seated in Building F2 on the Potchefstroom campus. A beautiful and ancient ginkgo biloba tree gracefully welcomes visitors to this building that students have lovingly nicknamed the House of the Rising Sun. This nickname honours the personal and professional growth that each student has won through the hours, days, nights and months he or she has spent within its walls, immersed in creativity.

It is equipped with spacious design and illustration studios, where our students can feel at home alongside their creative peers. We have three dedicated design laboratories equipped with Apple hardware and industry standard design software suited to a design student's needs. The practical studios and computer labs are exclusively available to graphic design students and are accessible seven days a week, twenty-four hours a day.



OUR ACADEMIC STAFF



Danelle Heenop

Subject Group Chair
Graphic Design



Colette Lotz

MA Programme Manager
Illustration



Hénriel Fourie

Multimedia



Jo-Ann Chan

Illustration



Marina Herbst

Graphic Design



Ricardo Liut

Graphic Design & Multimedia

OUR EVENTS

Design is seldom a solo act and designers usually flourish in a creative and social environment.

We aim to involve our students in social events, international conferences, and industry visits.

DESIGN INDABA

Our subject group often hosts the inspiring creativity conference, Design Indaba. We are a simulcast location and all of our students have the opportunity to attend. This provides essential exposure to all that is current in the creative industry, not only in graphic design and multimedia, but also with regards to other fields that affect trends in design, such as science, social and political issues, architecture, technology, and more.

STUDENT EVENTS

Our internal social events are fun and informal, in order for student peers to build friendships, show their work and build their own creative community.

TRIPS

We also arrange visits to the cities so that our students can see how things work in design studios, advertising agencies, museums and galleries. We also invite guest lecturers from industry and academic professional backgrounds to interact with and inform our students.

WHY US?

ACADEMIC

We function within a university setting and apply only the highest academic standards. Our programme is based on an integrated approach to practice, theory and research, and technical acuity.

CREATIVE SPACE

We provide an innovative and nurturing space where students can acquire skills, develop practice and above all, foster their creative talent.

COMMUNITY

We are a community of creatives on campus where everyone learns from each other.

LOVELY CAMPUS

We are based in a town where most things are located within a short distance from campus, and we annually arrange industry and gallery visits to Johannesburg and Pretoria.

RELEVANT

We consistently inform our curricula according to an ever-changing industry to remain relevant and innovative.

DIFFERENCE

We see matters differently, think differently and use our creativity to make a difference.

INDIVIDUAL GUIDANCE

With a small student body of about 100 students and six highly skilled Graphic Design lecturers, we guide students individually according to their specific aptitudes and fields of interest.

FULLY ROUNDED

We offer a four-year degree to ensure that our students are fully rounded graduates, and which is translatable into a master's degree in graphic design.

BEST OF BOTH

We offer electives in either History of Art or Communication Studies alongside our core practice modules.

MASTER'S

This degree should also provide students with a foundation which can lead to postgraduate study opportunities, and allow graduates to work internationally.

RESOURCES

We have a library with subject-specific resources ranging from relevant books to academic journal publications.

DIVERSITY

Whether of people or opinion, we greatly value respect and diversity.

AND YOU?

Do any of these sound familiar? If three or more of the statements describe you, then you might just have what it takes to be a graphic designer!

- You think about things differently, and have many ways in which you observe and interpret things.
- You always ask, “what if?”, and see opportunities in situations that others take for granted.
- You think about what people like, want and need, carefully observing their behaviour, and try to put yourself in someone else’s shoes.
- You like being challenged to solve a problem, to make things better than they are.
- You always have a plan, a strategy, and a possible solution.
- You don’t take no for an answer, and understand that, when you are creative, there are no “right or wrong” answers, and you believe ideas can come from anywhere.
- You are curious, always looking for explanations, asking where things come from, where they are going, why are they this way, can we change it?
- You like applying old ideas to new situations, inventing something new, and applying new ideas to old situations.
- You like to plan, organize and test things, just to see what happens.
- You love all kinds of information, you collect, remember and use things from your surroundings, your memories, and other people’s stories.
- You are not only fascinated by individuals, but also by groups, by cultures and subcultures and society at large – their values, opinions and perceptions.
- You think visually – diagramming, mapping, modelling, photographing, and sketching to record your thoughts and ideas.
- You have great love for all things visual and express this through your art and design.



GRAPHIC DESIGN IS...

Design is a professional craft, a strategic advantage, and a vital cultural force. Visual communication designers work in print-based design (the creation of image and text, typography, books, posters, magazines), environmental applications (exhibition and retail design, wayfinding, and signage), packaging, broadcast media (film titling and television on-air graphics), and interactive media (websites, games, and software). Messages, objects, systems, and services created by visual communication designers create the conditions for people's experiences; they identify, interpret, inform, instruct, persuade, and entertain.

Work in the field addresses the physical, cultural, technological, and economic aspects of specific situations and the cognitive and social behaviours of people as they interact with information. The field of illustration and video and photography addresses image-making for communication purposes.

- Adapted from AIGA 2020.

CAREER OPPORTUNITIES

GRAPHIC DESIGN

- Professional graphic designer
- Publication designer
- Brand manager
- Typographer / editorial designer
- Layout artist
- Art director
- Creative director
- Copywriter
- Web, app & UX designer
- Packaging designer

ILLUSTRATION

- Professional illustrator
- Editorial illustrator
- Storyboard illustrator
- Comic book artist
- Botanical illustrator
- Graphic novelist
- Pattern designer
- Concept artist
- Content creator

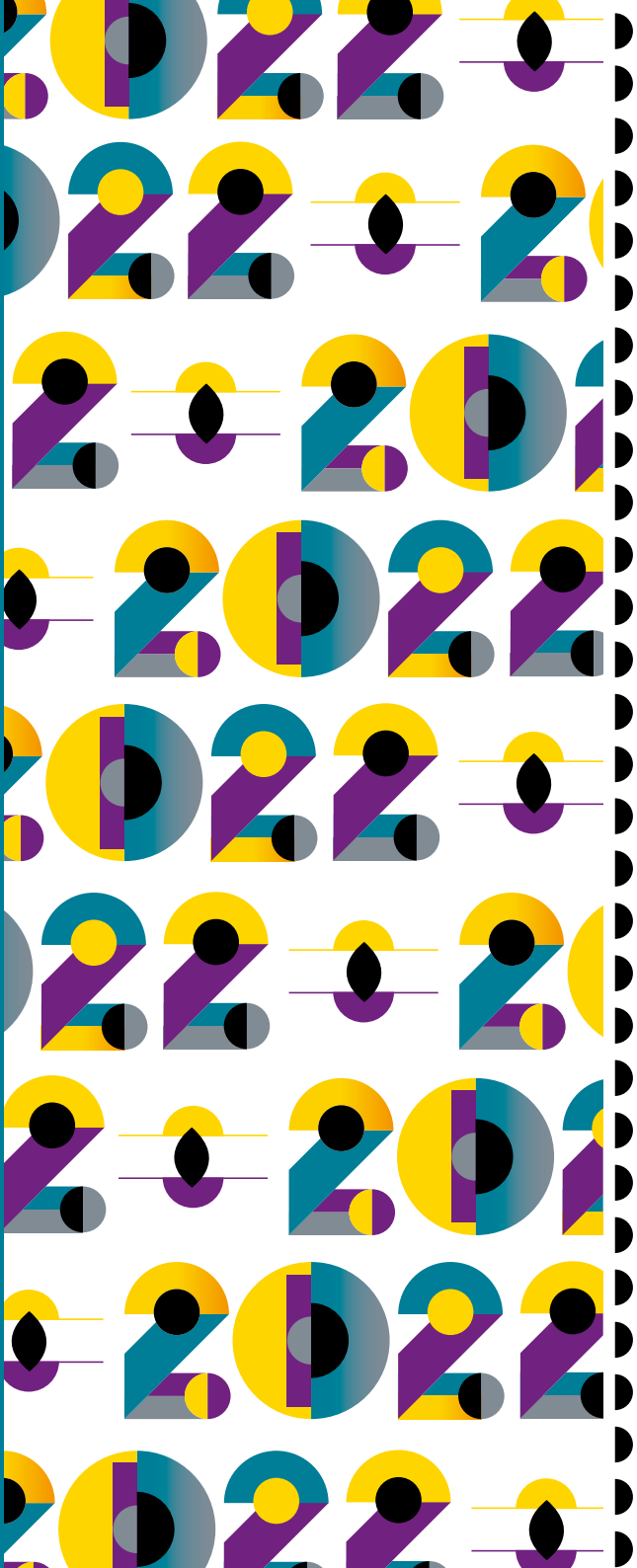
MULTIMEDIA DESIGN

- Character animator
- Interaction designer
- Film and TV director
- Game designer
- Motion graphics artist
- Web, app & UX designer
- Screenwriter
- Sound designer
- 3D concept artist & animator

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 their independence, can start their own undertaking or appoint other designers to work with them. 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. This is only a handful of career opportunities that await you.

Our curricula



GRAPHIC DESIGN CURRICULA

The NWU offers two graphic design curricula: the **Bachelor of Arts in Graphic Design** and the **Bachelor of Arts in Graphic Design with Communication**. Both curricula are designed to enable students to tailor their studies to their aptitudes and aspirations regarding their future career.

The graphic design industry is broad and diverse. Our curricula are designed to equip every student with a broad range of skills in order to grant them access to a wide variety of fields and job opportunities within the industry. At key points in their academic journey, students are afforded the opportunity to tailor the range of skills they are trained in so that they may exit their degree with a personalised portfolio of work that truly reflects their aptitudes and is tailored to the field in which they wish to build a career.

This personalised approach to teaching has served our alumni well, as is evidenced by the awards they have won and memberships they have attained.

Both curricula are professional degrees and require a minimum of four years to complete. These degrees are honours equivalents and enable those academically-inclined graduates to continue on to postgraduate studies in the form of a Master's Degree.



Loerie Awards

- 2018** | 1 Gold, 1 Silver, 1 Craft Certificate
- 2019** | 2 Gold, 1 Silver, 1 Bronze, 2 Craft certificates
- 2020** | 1 Silver, 1 Bronze
- 2021** | 1 Silver



Pendering Awards

- 2018** | Student Overall Winner, 3 Gold, 6 Silver
- 2019** | Student Overall Winner, 1 Gold, 1 Craft Gold, 2 Silver
- 2020** | 2 Gold, 1 Silver, 3 Craft certificates
- 2021** | 3 Silver, 2 Craft certificates



ISTD Memberships

- 2018** | 1 Commendation, 1 Merit, 3 Memberships
- 2019** | 1 Commendation, 1 Merit, 1 Membership
- 2021** | 1 Commendation, 1 Merit



1DNK01 L401P	1DNK02 L402P
GRAPHIC DESIGN + ILLUSTRATION	GRAPHIC DESIGN + COMMUNICATION

Graphic Design 112
Graphic Design 122

Illustration 112
Illustration 122

Art History 113
Art History 122

Communication 112
Communication 124

Academic Literacy
In your first year, you must complete the Academic Literacy module(s) based on the results of your TAG tests. You must choose your preferred language, either Afrikaans or English.
Successful* Unsuccessful**
****Afrikaans: ALDA111 and ALDA 122**
****English: ALDE 111 and ALDE122**
***Afrikaans: ALDA 112**
***English: ALDE 122**

Year 01

First year students in both curricula complete the same foundational modules

Focus:
**DESIGN
CRAFT**

In the first year, our students build foundational graphic design and drawing skills.

They actively apply design basics to understand the building blocks of our profession, engaging in idea generation, technical training, and individual projects where they engage with the principles of design both in theory and in practice.

Students also familiarise themselves with the larger functions of communication, the contextual underpinnings of the world we live in and how those ideas permeate art, design and society as a whole.



1DNK01 L401P	1DNK02 L402P
GRAPHIC DESIGN + ILLUSTRATION	GRAPHIC DESIGN + COMMUNICATION

Year 02

In second year, students choose Graphic Design with Illustration OR Graphic Design with Communication

Graphic Design 212
Graphic Design 222
Graphic design Theory 213

Illustration 211
Illustration 221

Art History 222

Communication 212
Communication 213

Business Management 111

Sociology 223
Philosophy 223

Focus:

PROBLEM SOLVING

In second year, students choose between Communication studies and Illustration. This choice will be determined by their aptitude toward either corporate communication, or visual studies, culture and criticism. This enables them to begin to tailor their studies to their aptitudes.

They further build on their foundations, integrating visual research, strategy, and concept into projects that are original and relevant to their audiences, whether these be commercial, social, economic or ecological. They hone skills in visualization practices such as illustration, packaging, tactile and digital experimentation, different media usage, and stylistic treatment.



1DNK01 L401P	1DNK02 L402P
GRAPHIC DESIGN + ILLUSTRATION	GRAPHIC DESIGN + COMMUNICATION

Year 03

Graphic Design 313
Graphic Design 323

OR

Multimedia Design 311
Multimedia Design 321

Illustration 312
Illustration 321

Art History 312
Art History 322

Communication 318
Communication 328
Communication 322

Business Marketing 222

Philosophy 317

In third year, students choose between Graphic Design OR Multimedia Design

Focus: DESIGN PRACTICE

Students tailor their studies again by choosing between graphic design and multimedia. Students spend the year constructing a portfolio of work, through which their critical thinking with regards to audience, strategy, conceptualisation and crafting skill is refined. A portfolio will demonstrate their ability to perform at a level desired by industry.

Multimedia Design allows students to mature their graphic design foundation into practices such as motion graphics, video and sound, animation, game design, and film production. Graphic Design further advances practices embedded in image making and typographic expertise, as applied to a diverse range of print media, publication, corporate identities, integrated campaigns, web design, user experience design and social media design.



1DNK01 L401P

1DNK02 L402P

GRAPHIC DESIGN
+ ILLUSTRATION

GRAPHIC DESIGN +
COMMUNICATION

Graphic Design 414
Graphic Design 424

OR

Multimedia Design 411
Multimedia Design 421

Illustration 472

Art History 686

Communication 615
Communication 624
Communication 622

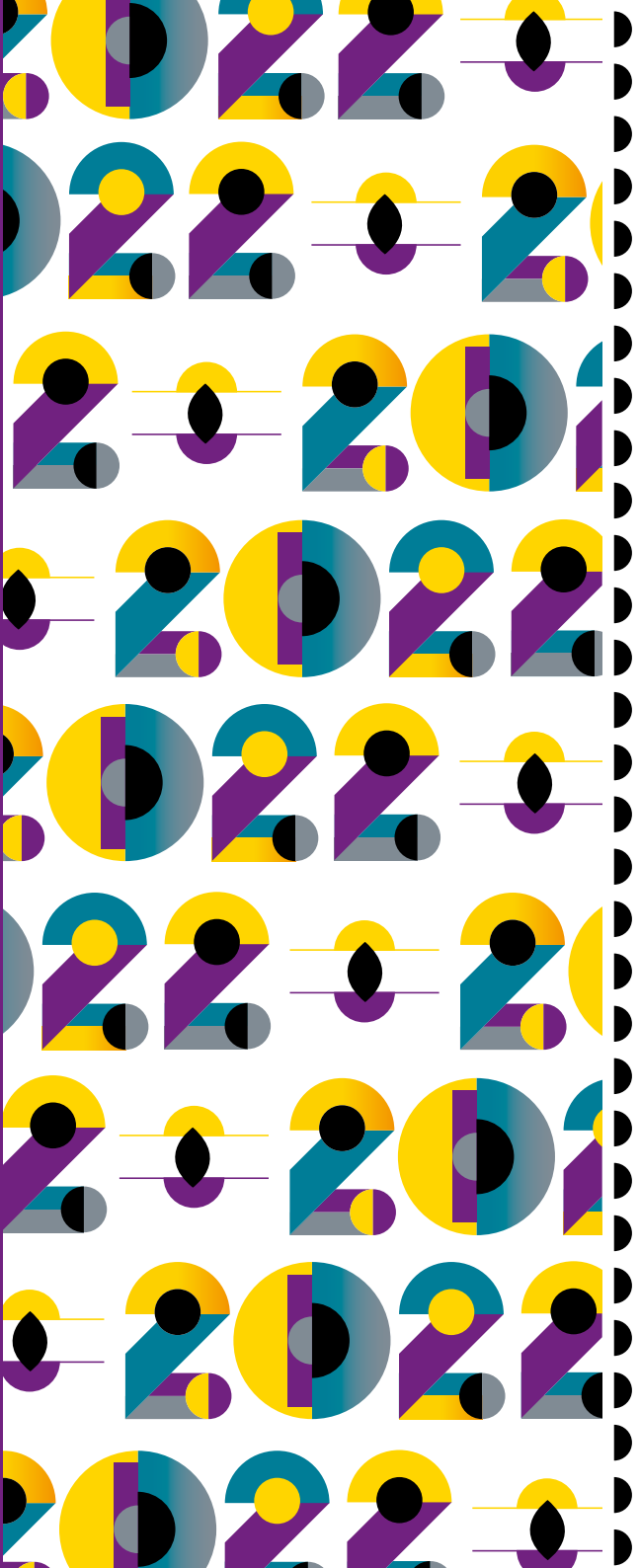
Year 04

Focus:

DESIGN RESEARCH

Design research is paramount in solving complex problems in visual communication. The fourth year is focused on deepening the understanding of research in practice, by applying practice-led and practice-based research methodologies and investigating and implementing theory, technology and societal contexts to enable the practitioner to perform responsibly, valuably and creatively.

Students receive individual guidance to advance and refine their practice, culminating in thinking/making that is both thorough and discerning. It prepares students for senior positions in the industry, and also for further research studies in the field of Graphic Design, Multimedia Design and Illustration.



Application

APPLICATION

Both BA Graphic Design curricula are selection-based in order to provide our students with quality training and suitable access to the facilities offered. We accept a limited number of first year students into the combined curricula and the selection of successful candidates is determined by a three-phase process. A prospective student must complete all three phases in order to be eligible for selection.

ADMISSION REQUIREMENTS

APS Score
24

English
>60%

A **National Senior Certificate** (NSC) or an equivalent qualification with admission to a bachelor's degree is required to be admitted to either of the graphic design curricula.

All applicants must achieve an **Admission Point Score (APS) of at least 24** in Grade 12 to be admitted as well as a minimum of **60% in English**. Grade 11 marks may be used for the initial application and be granted provisional acceptance, but Grade 12 marks are required to calculate the final APS and determine course admission.

Prospective students do not have to have had specific subjects at school, but should preferably be **proficient in languages, writing skill and communication, have a natural talent for visuals, general history, art and design, and should overall be a strong academic learner and creative thinker.**

INTAKE ROUND 01 APPLICATION PROCEDURE

Phase 01

NWU Admission &
Application

1

The NWU University Admission procedure takes place before the Graphic Design selection process. Acceptance into the Graphic Design subject group can only take place after a prospective student has been accepted into the university.

Please ensure that your NWU application has been submitted and provisionally approved before taking part in the selection procedure. Please print and include a copy of the confirmation of your NWU application in your portfolio. You can apply online at www.nwu.ac.za.

Take note that selection course applications, including for the BA Graphic Design programmes, close on 31 August 2022. However, in order to be eligible to take part in Intake Round 01, you will need to have completed the NWU admission procedure by **30 April 2022**. If this is not completed timeously, you will be disqualified for intake round 01 but may apply for intake round 02 (see page 22).



Phase 02

Graphic Design
Portfolio

2

Compile a portfolio representing your creative thinking and technical skill. This portfolio consists of a short questionnaire, prescribed projects, as well as a personal selection of your own work. Please refer to the next sections on how to organise your portfolio, and to view the tasks that you need to complete.

Please remember that you need to complete all phases of the selection procedure in order to be selected into a degree programme.

Please deliver or courier your portfolio to our administrative assistant before/on **13 May 2022**. Note that exceptions will not be made for portfolios that are misplaced or delayed by couriers.

Delivery address

To: Ms. Zita Kyster
Hoffman Street
Building F2, Room G03

ATTENTION:
Graphic Design Selection Panel
Private Bag X 6001
North-West University
Potchefstroom, 2520

Intake Round

01

Phase 03

Interview Day & Workshop

3

Should your portfolio be selected, you will be invited via email to one of our Interview Days, which will be held in person on **18 June 2022**. On this day, you will get to meet the staff and tell us a bit more about yourself and your work. You may also be requested to participate in a creative thinking workshop, and complete a still-life to measure your draughtsmanship while on campus.

Our selection panel will assess your interview and practical activities related to Phase 3, and notify you within two weeks should you have been successfully selected for our programme (NWU application status will remain 'provisional acceptance' until your matric results are available). The practical skills test, workshop and interview will allow us to evaluate you using the following criteria:

Your general knowledge, with emphasis on the visual and textual.

Your ability to engage with images and texts.

Your ability to generate a large number of ideas within a given timeframe.

Your ability to conceptualise and execute a functional creative solution to a given design problem.

Your ability to manage your time effectively.

Your drawing and presentation skills.

Your motivation, self-confidence, attitude and communication skills.

For **ROUND 1** queries:

Zita.Kyster@nwu.ac.za

Colette.Lotz@nwu.ac.za

INTAKE ROUND 02

APPLICATION PROCEDURE

Phase 01

NWU Admission & Application

1

The NWU University Admission procedure takes place before the Graphic Design selection process. Acceptance into the Graphic Design subject group can only take place after a prospective student has been accepted into the university.

Please ensure that your NWU application has been submitted and provisionally approved before taking part in the selection procedure. Please print and include a copy of the confirmation of your NWU application in your portfolio. You can apply online at www.nwu.ac.za.

Take note that selection course applications, including for the BA Graphic Design programmes, close on **31 August 2022**.

Phase 02

Graphic Design Portfolio

2

Compile a portfolio representing your creative thinking and technical skill. This portfolio consists of a short questionnaire, prescribed projects, as well as a personal selection of your own work. Please refer to the next sections on how to organise your portfolio, and to view the tasks that you need to complete.

Please remember that you need to complete all phases of the selection procedure in order to be selected into a degree programme.

Please deliver or courier your portfolio to our administrative assistant before/on **7 September 2022**. Note that exceptions will not be made for portfolios that are misplaced or delayed by couriers.

For **ROUND 2** queries:
Zita.Kyster@nwu.ac.za
Colette.Lotz@nwu.ac.za

Delivery address

To: Ms. Zita Kyster
Hoffman Street
Building F2, Room G03

ATTENTION:
Graphic Design Selection Panel
Private Bag X 6001
North-West University
Potchefstroom, 2520



Intake Round

02

3

Phase 03

Interview Day & Workshop

Should your portfolio be selected, you will be invited via email to one of our Interview Days, which will be held in person on **15 October 2022**. On this day, you will get to meet the staff and tell us a bit more about yourself and discuss your work. You may also be requested to participate in a creative thinking workshop, and complete a still-life to measure your draughtsmanship while on campus.

Our selection panel will assess your interview and practical activities related to Phase 3, and notify you within two weeks should you have been successfully selected for our programme (NWU application status will remain 'provisional acceptance' until your matric results are available). The practical skills test, workshop and interview will allow us to evaluate you using the following criteria:

Your general knowledge, with emphasis on the visual and textual.

Your ability to engage with images and texts.

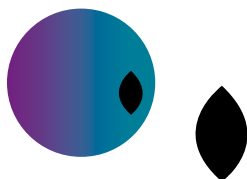
Your ability to generate a large number of ideas within a given timeframe.

Your ability to conceptualise and execute a functional creative solution to a given design problem.

Your ability to manage your time effectively.

Your drawing and presentation skills.

Your motivation, self-confidence, attitude and communication skills.





PORTFOLIO

A4 FILE

Use an **A4 flip file** to present all your work. Pay attention to the **neatness** and presentation of your file. No files larger than an A4 folio will be accepted.

COVER

For the **cover**, place a postcard size photograph of yourself, and place your name, surname, university number, and “**BA Graphic Design Selection 2023**”, as a title.

PHOTOGRAPHS

When you **photograph** your own work, whether 2D or 3D, make sure you use good lighting, avoid blurred images, stage it on a clean background, crop out unnecessary details and choose the right angle.

PORTFOLIO REQUIREMENTS

Setup your Graphic Design application portfolio according to the guidelines to the left and right. Keep the format of your portfolio simple and avoid any decorative elements and distracting materials. Keep the focus on your own work and tasks to show your skills.

**KEEP IT SIMPLE &
TO THE POINT**

Use the following table of contents to organise your portfolio, in this order.

1. Applicant Information Form
2. Questionnaire Form
3. NWU application confirmation letter
4. Copy of your Grade 11 results or your NSC
5. Task 01A Drawing Skill: Still life
6. Task 01B Drawing Skill: Self-portrait
7. Task 02 Conceptual Skill:
8. Task 03 Visual Interpretation
9. Task 04 Typographic Interpretation
10. Task 05A Narrative Skill: Comic Strip
11. Task 05B Narrative Skill: Animation Character
12. Task 06 Own Work
13. Other achievements (such as certificates, awards, work experience, etc.)
14. Declaration of Authenticity



PORTFOLIO TASKS

Complete the following tasks by hand, and submit the original tasks neatly in your portfolio. Place a title page of each task as a divider separating each task. Submit the original work, photo documentation of your prescribed tasks will not be eligible for selection assessment.

DRAWING SKILL

Task 01 A

Still life

Observational drawing

Medium: Lead pencils

Format: A4 drawing paper or board

Setup an interesting still-life composition of the following objects: a length of material, a cup and saucer, a book, a fruit and vegetable. Pay attention to the light source, form and texture, proportions, contrast, and shading techniques that are accurate to nature. You are not allowed to use a photograph and should observe and draw from life.

DRAWING SKILL

Task 01 B

Self-portrait

Observational drawing

Medium: Lead pencils

Format: A4 drawing paper or board

Use a mirror to render a self-portrait. Only include your face, neck and the top of your shoulders. Pay attention to the light source, form and texture, proportions, contrast, and shading techniques that are accurate to nature. You are not allowed to use a photograph and should observe and draw from life.





VISUAL SKILL

Task 03

Design Collage

Medium: Collage
Format: A4 paper

Identify situations where graphic design is visible in our everyday lives. Make a compositionally interesting collage with images from magazines, newspapers and photocopies from books, as well as your own photographs. Your collage should have a concept, title and a theme. You are not allowed to use images from the internet.

CONCEPTUAL SKILL

Task 02

Logo Design

Medium: A variety of writing and drawing materials may be used
Format: A number of A4 sheets of paper

Do research about the Design Indaba Conference. Use creative techniques such as mind-mapping and scamping to get to an interesting concept for a new Design Indaba logo. Create 4 conceptually and visually interesting logo options, which may be either pictorial or typographic. Include your process work, documenting your thinking and sketching before your final logos. All four logos should fit on one A4 page.



TYPOGRAPHIC INTERPRETATION

Task 04

Experimental lettering

Medium: 8 different mediums
Format: 2x A4 sheets of quality paper or board, next to each other.

Divide each A4 sheet into 4 blocks (each block will hold a typographic interpretation of a word). Select eight words from the list below and visually interpret each of the words using a typeface (or your own unique lettering). Execute each word in a different medium. Use both traditional media such as ink and paint, as well as non-traditional media such as wood filings. You are not allowed to use scrapbooking paraphernalia such as glitter and stickers.

Words to choose from: gap, anxiety, ascension, invisible, pride, excited, speed, peek, read, clown, party, justice, magnified, old



NARRATIVE SKILL

Task 05 A

Comic strip

Medium: Black Ink
Format: A4 paper

Create a five-panel comic strip to illustrate a narrative. Choose a journey that you have taken and tell a story about the experience, without using any words. The journey can be physical, emotional or psychological. It can be a journey that you make daily, or a more rare occasion. Plan your composition carefully and give your comic strip an appropriate title.



NARRATIVE SKILL

Task 05 B

Character design

Medium: coloured pencils and pens, coloured markers and/or different kinds of paint

Format: A4 paper or board

Use a sheet of paper to conceptualise a fictional character based on your own quirky personality traits. Show us how you came up with your character. Give your character a name, mention its special attributes, and describe the setting or environment in which it will function. On a separate A4 sheet, draw and colour your character, no smaller than 150mm x 200mm.



YOUR OWN WORK

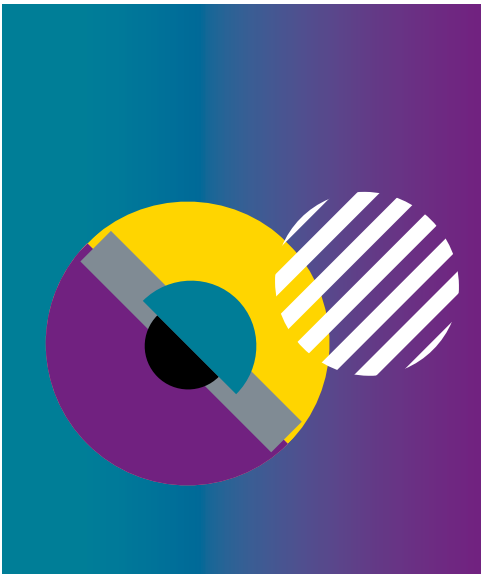
Task 06

Show us what you got!

Medium: High quality photographs
Format: Postcard size

Place postcard sized photographs or photocopies of a selection of minimum 8 examples of your own work in your portfolio. This may include any art works and design assignments, sculptures, photographs, etc. Place two works per A4 page.

Include the following information for each work: Title, date, medium, dimensions and purpose (e.g school assignment, hobby, commission, etc.)



FORMS TO COMPLETE

It is compulsory for every applicant to complete the forms in this section and include them in his/her portfolio. Make sure you complete:

- Applicant information form
- Questionnaire
- Declaration of authenticity

Incomplete forms will render a portfolio incomplete. Incomplete portfolios will not be considered by the selection panel.

APPLICANT INFORMATION

Full names & surname:

ID number:

Student number:

Email address:

Cell number:

Current city/town of residence:

Postal address and code:

Secondary School name, number and address:

Parent/Guardian name and surname:

(This should be the person who will accompany you to the Interview Day)

Parent/Guardian email address:

Parent/Guardian cell number:

Relationship to applicant:

QUESTIONNAIRE

01. What was your favourite subject(s) at school, and why?

02. Which leadership roles or activities have you participated in, whether at school or extracurricular?

03. List your art, design and creative writing achievements should you have any (competitions, awards, certificates, internships or courses).

04. List any committees, clubs or organisations you belong to and what you learnt from them.

05. List your general interests and hobbies.

06. What kind of career would you like to pursue with this degree and why?

07. Name one of your favourite designers and artists, and motivate why.

08. Write a short explanation, in your own words, of what you think Graphic Design is and motivate why you think it is an important career in our society.

Print this page A4, fill it out legibly and insert it as the **second** page in your portfolio

DECLARATION OF AUTHENTICITY

I, (full name)

hereby declare that all practical work and photo documentation of works in this portfolio are my own. I hereby confirm that I executed these works independently and that no contribution was made by any other individual. I understand that my portfolio will be rejected should it be established that the contents thereof have been falsely represented as my own work in any way.

Date:

Signature:

Print this page A4, fill it out legibly and insert it as the **last** page in your portfolio



USEFUL INFORMATION

It is advisable to not leave your application to the last minute. It takes time to put together a portfolio of a high standard.

If you have questions, please refer to the contact details and quick links on the next page.

CONTACTS & QUICK LINKS

Administrative Assistant History of Arts & Graphic Design

Ms. Zita Kyster
Zita.Kyster@nwu.ac.za
018 299 4091

NWU Applications & Admissions Offices

Please visit www.nwu.ac.za > Study at
NWU > Apply here
018 299 2458

Registration and Tuition Fees

Please download the "Fees payable and
Financial Rules 2021" booklet from
www.nwu.ac.za, under *Payable Fees*.

Faculty of Humanities Administration and Study Direction Queries

Mrs. Bernice MacKenzie
Bernice.MacKenzie@nwu.ac.za
018 299 1249

YEARBOOKS

www.nwu.ac.za > Study at NWU >
Academic Yearbooks

ACCOMMODATION

www.nwu.ac.za > Study at NWU >
Accommodation

RESIDENCIES

www.nwu.ac.za > Study at
NWU > Residencies

BURSARIES AND LOANS

www.nwu.ac.za > Study at NWU >
Bursaries and Loans

INTERNATIONAL STUDENTS

For more information, please visit
[www.nwu.ac.za/content/admission-
requirements-international-students](http://www.nwu.ac.za/content/admission-requirements-international-students)

IMPORTANT DATES

NWU OPEN DAY

More info: <http://www.nwu.ac.za/connect> &
<http://studies.nwu.ac.za/open-days>

NWU COURSE
APPLICATION
CLOSING DATE

Intake Round 1: 30 Apr. 2022
Intake Round 2: 31 Aug. 2022

Queries: NWU Admissions Office
018 285 4320
applicationsug@nwu.ac.za

PORTFOLIO
SUBMISSION
CLOSING DATE

Intake Round 1: 13 May 2022
Intake Round 2: 7 Sept. 2022

Queries: Graphic Design subject group
Zita Kyster: Zita.Kyster@nwu.ac.za
Colette Lotz: Colette.Lotz@nwu.ac.za

Courier portfolio to: Ms. Zita Kyster.

You are advised to track your parcel and factor in possible courier delays when sending your portfolio. The Graphic Design Subject Group is not responsible for ensuring the safe courier of portfolios. Exceptions will not be made for delayed or lost parcels.

SELECTION
INTERVIEW DAYS &
SKILLS TEST

Intake Round 1: 18 Jun. 2022
Intake Round 2: 15 Oct. 2022

Queries: Graphic Design subject group
Zita Kyster: Zita.Kyster@nwu.ac.za



LOOKING
FORWARD
TO MEETING
YOU!

