



Bachelor of Arts Honors in Graphic Design

SAQA ID 90541 NQF level 8

Qualification duration

Minimum: 1 years
Maximum: 2 years
Full-time

Classes are offered on Saturdays with consultations during the week at times convenient for working designers.

Mid-year intake?

Yes

Qualification description

The BA (Graphic Design) is designed to meet the demands of a rapidly evolving world.

PIHE 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 hour classes) provides students the opportunity to maintain a full time career while studying.

Qualification admission requirements

- Applicants must have an appropriate Bachelor's Degree or National diploma ("old" NQF 6, 360 credits or appropriate equivalent). An Average of 60% in the final level of study is a requirement for admission. However, those with a final year average of 55 – 59% will be admitted if they attained 60% or higher for the designated cognate/core discipline final-year modules.
- Non-graduates: Design practitioners without an academic qualification will be eligible to apply subject to appropriate evaluation procedures based on recognition of prior learning policies.
- All applicants are required to complete an entrance challenge: namely a detailed letter of intent, an interview and a portfolio. Please consult your student advisor for detailed information.

Qualification start date

Semester 1: July
Semester 2: February

Qualification accreditation

- Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE).
- South African Qualifications Authority (SAQA).
- Pearson Institute 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 (<http://www.defsa.org.za/>) for educators' purpose and provides a conference platform to publish research and includes moderators for specialist design subjects.

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.

This qualification is offered at the following campuses

- Pearson Institute Midrand Campus

Qualification structure

The course comprises the following integrated modules:

- Portfolio and Professional Practice
- Design Theory & Trends
- Research Design
- Research Dissertation

Qualification facilities

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