

FACULTY CREATIVE ARTS

ADVANCED CERTIFICATE IN GRAPHIC DESIGN

GENERAL ADMISSION REQUIREMENTS

School Leavers

- Knowledge, comprehension and application of **first language proficiency**
- Knowledge & comprehension and application of basic **computer skills**
- Minimum score of 24 APS (admission point score) points calculated on midyear or final Grade 12 results
- Certified Copy of Identity Document or Study Permit

Mature Students

Candidates who did not follow the formal secondary school route in the South African schooling system need to qualify for a certificate of complete or conditional exemption from the matriculation endorsement requirements in terms of the provisions contained in regulations 10-40, as published in Government Notice (GN) 1226 of 1 December 2000 and amended in GN 1001, 1272 and 1345 of 12 October 2001, 11 October 2002 and of 26 September 2003 respectively. Please visit the Higher Education South Africa (HESA) website for more information:

<http://www.hesa.org.za/requirements-exemption-certificates>

ADMISSION PROCESS

All applicants must comply with the minimum admission requirements. To gain access into the Graphic Design programme, applicants are required to score the minimum of 24 APS points for 6 school subjects. If the applicant is successful in attaining the required number of points they will also be required to complete the attached admission project and will be subject to an interview with the Head of Department.

APS (admission point score)	SCALE OF ACHIEVEMENT	%
7 points	7	80 -100
6 points	6	70 - 79
5 points	5	60 - 69
4 points	4	50 - 59
3 points	3	40 - 49
2 points	2	30 - 39
1 point	1	0 - 29

- **Please note that art as a school subject is not a requirement to enter the programme.**
- **All students are admitted on individual merit.**
- **Final acceptance will be based on final Grade 12 or equivalent results as well as the results of the interview and admission process mentioned above.**

HOW TO APPLY

1. Work out your APS score to see if you qualify for admission.
2. Complete the application form in full.
3. All theoretical work submissions **must be typed**.
4. Complete the **practical work** component (art portfolio). *No plagiarised work*
5. If you did art at school produce 3 of your best pieces (A4 colour copies accepted). *work will be returned*
6. All work must be presented in an **A4 folder** and delivered to Lisa Van Wyk, Programme Coordinator.
7. Should you qualify for admission you will be called in for an **interview?**

ADMISSION PROJECT

NB!!! Consider the design, layout and presentation of your A4 folder as this is a reflection of you and what you are able to produce. All questions must be answered.

THEORETICAL WORK Please **type up** your answers in a Microsoft word document.

1. List your three favourite books. (no set work books)
2. What are your three favourite movies or TV programmes of all time and why did you select them?
3. What is your life's motto/slogan?
4. How would you rate your problem solving skills?
5. If you could choose to be any animal, bird, insect or fish what would you be? List three characteristics that you share with this creature.
6. What is your favourite brand and why?
7. Identify two print adverts found in a magazine of your choice. One must communicate well and the other one badly. Make a direct comparison between the ads and explain why the one is successful and the other not. Consider the clarity of message, styling of the image/s, how persuaded are you by the ad etc. (ensure to attach both adverts)
8. Identify a logo from a company of your choice. Discuss the effectiveness of this logo and what it may symbolise.
9. In no more than 25 words give a description of what your understanding is of advertising and graphic design
10. Type a 300 word essay on the Bauhaus. Use the internet or history books and do the necessary.
11. Research. What was the Bauhaus? Who started the Bauhaus? Where was it situated? Who were the practitioners of the Bauhaus? What was their philosophy? Insert at least one artwork produced in the Bauhaus style.

PRACTICAL WORK

1. Do a pencil drawing of your favourite organic object, pay attention to form, lighting and texture. Place the organic object into a background.
2. Create a collage of a landscape or cityscape or seascape.
3. The Coca-Cola Company has had many catchy slogans over the years that they used in their advertising campaigns. Try to come up with a unique original slogan that they could use for their new campaign.

SOME EXAMPLES OF PREVIOUS SLOGANS:

- a. 1985 "We've got a Taste for You"
 - b. 1986 "Catch the Wave-Red, White and You"
 - c. 1989 "Can't Beat the Feeling"
 - d. 1990 "Can't Beat the Real Thing"
 - e. 1992 "You Can't Beat the Real Thing"
4. Please write down ideas as to what the following shapes could represent?

A



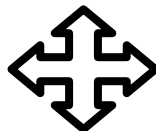
B



C



D



E



F



5. Now combine any of these 6 elements to create a logo for one of the following companies:
 - a. A radio station
 - b. A medical practitioner
 - c. A bank
6. If you have done Art at school or as an extra-mural, include three of your best pieces in your presentation. Only A4 colour copies of your work are acceptable.

Matric results:	Prelim	Final Other (specify)
List subjects:	APS score:	% achieved:
1.		
2.		
3.		
4.		
5.		
6.		
7.		
	Total APS:	

DECLARATION:

I hereby declare that I, (full name & surname) _____
 (The applicant) have completed this application unaided.

 (Signature of Applicant)

 (Date)

CHECK LIST

- ✓ **Completed application form.**
- ✓ **Certified Copy of Matric results or latest results.**
- ✓ **Certified Copy of Identity Document.**
- ✓ **A4 folder consisting of theory and practical portfolio requirements.**
- ✓ **Submit A4 portfolio with all above documents at reception care of:**

Lisa Van Wyk
 Programme Coordinator
 Faculty Arts, Culture & Creative Studies
 ELMI
 East London
Should you qualify for admission you will be called in for an interview.

APPLICATION FORM

Date: _____

LEARNER DETAILS	
Surname:	
Name:	Title:
POSTAL ADDRESS:	
PO Box:	
Suburb:	
City:	
Code:	
Home Telephone:	
Cell:	
Email:	
ID Number:	

PARENT CONTACT DETAILS	
Surname:	
Name:	Title:
POSTAL ADDRESS: (if different from learner)	
PO Box:	
Suburb:	
City:	
Code:	
Home Telephone:	
Cell:	
Email:	
Home Language:	

ACADEMIC HISTORY			
High School Attended:			
Year Matriculated:			
Any other qualifications:	Y	N	If yes, please specify:

How did you hear about the Graphic Design Programme (please tick)			
Newspaper	<input type="checkbox"/>	Radio	<input type="checkbox"/>
School	<input type="checkbox"/>	Other	<input type="checkbox"/>
		A Friend	<input type="checkbox"/>
		Please specify:	<input type="text"/>

Last modified: V5/11.10.16 LVW

Dream it DO IT **BE IT** ●■▲▲■