

## School of Media and Design Technology

### Programme Title

## Media Design and Technology Certificate

### Type of Programme

- Full-time
- Damelin Provider Programme\*

\*Offered by Damelin and Quality Assured by the Damelin Academic Board

### About the Programme

This programme is designed to introduce learners to the multimedia industry. Successful learners are able to demonstrate specialised skills and techniques such as developing a design concept from conceptual stage through to a final product, and generating images using different software applications.

Successful learners are able to access a wide range of entry level positions such as desktop publisher, junior graphic designer, junior web designer, junior digital designer, or the learner will be able to start his or her own entrepreneurial design studio.

### Programme Benefits

- Practical and hands-on using latest industry software
- Relevant and current to industry needs and objectives
- Learners build a comprehensive Portfolio of Achievement during the course of their studies at Damelin West Rand. This is a vital tool when job searching as companies typically base their hiring decisions on applicants being able to demonstrate their skills and provide evidence of their work.

### Design Software Applications

Learners gain practical skills and experience on the latest software versions of:

- **Adobe Creative Suite** (including **Dreamweaver, Flash, Photoshop, Illustrator, InDesign**): This range of applications allows learners to express their wildest ideas with precision, work fluidly across media and produce exceptional results in print, web, interactive and mobile design
- **Autodesk 3ds Max**: This 3D modeling, animation and rendering software is also used for games, film and television development
- **CorelDRAW**

### Career Fields

Learners could pursue a career in:

- Graphic Design
- Advertising
- Reproduction services
- Journalism

### Admission Requirements

- Knowledge, comprehension and application of language at NQF Level 3/Grade 11 or equivalent
- Basic knowledge, comprehension and application of Mathematics at NQF Level 2/Grade 10 or equivalent
- It is also assumed that the learner will have basic computer literacy competencies
- Admission may be subject to an interview with the facilitator (should a learner not meet all of the above requirements, a motivation from the facilitator may be used to gain entry to the qualification)

### Duration

The programme duration is **1 year full-time** according to certificate requirements. Tuition is face to face and scheduled per campus.

### Pricing

Enquire at your nearest Damelin Campus for a current programme pricelist.

**60** Damelin  
YEARS CERTIFIED  
FURTHER EDUCATION QUALIFICATION

**Damelin**

[www.damelinwestrand.co.za](http://www.damelinwestrand.co.za)



### **Learner Course Material**

- All course material and textbooks are included
- A graphic design learner pack consisting of a flash disk, A3 portfolio bag and art utensils, is also included

### **Additional Costs**

Learners are expected to make provision for additional items such as colour printing and stationery.

### **Certification**

Upon successful completion of the programme, the learner will receive the Damelin Media Design and Technology Certificate.

## **PROGRAMME OUTLINE**

### **Computer Applications Design**

- Effective use and application of Photoshop
- Effective use of CorelDraw or Freehand or Illustrator as a vector
- Effective use of vector and raster graphics applications

### **Drawing Techniques**

- Identify and apply elements of drawing
- Demonstrate knowledge of drawing techniques
- Technical skills in drawing using a variety of media
- Understanding of key terms, rules and concepts of drawing and illustration

### **Communicating with Images**

- Communication methods
- Knowledge of line, shape, colour and texture
- Use basic design to develop corporate identity
- Integrate design and illustration

### **Design Principles**

- Know and apply the principles of form follows function, appropriateness of materials, cultural association, designing for need

### **Multimedia Web Design**

- Understand web page design elements
- Development of markup languages, using markup tags

### **Animation Techniques**

- Creative process
- Structure of a design or animation studio
- Basic structure and requirements of a brief
- Successful factors in design or animation

### **Marketing**

- Marketing environments
- Market segmentation
- Prospective customers and markets
- Targeting and positioning of a product
- Sourcing and maintaining information
- Brand equity, brand positioning and measurement



## Entrepreneurship

- What is an entrepreneur?
- Characteristics of an entrepreneur
- Role of the entrepreneur
- Links between creativity and entrepreneurship
- The South African business environment
- Anticipating and responding to changes in the South African business environment

## Practical assignment examples

- Design a fantasy book cover
- Create posters for major events
- Draw and design new logos
- Make a CD cover by hand with biodegradable materials
- Experiment with exciting packaging for various products

## Fundamentals Modules

This programme requires learners to be found competent in certain fundamental modules. Learners who have completed Grade 12 with Mathematics, 1<sup>st</sup> and 2<sup>nd</sup> Languages will be exempt from completing such modules. Finalisation of learner modules will therefore take place once Grade 12 final results have been received.

Learners who have not received exemption will be required to complete the relevant fundamental module/s (Literacy Skills 1st Lang Level 4, Literacy Skills 2<sup>nd</sup> Lang Level 4 and Mathematical Literacy Level 4).

## Workplace Learning

This programme includes a workplace learning component. Learners will be required to complete a portfolio, showcasing all practical components of the programme. It addresses specific competencies related to the development of the skills necessary to make the learner employable.

## Assessment

Formative and summative assessments will assess all specific outcomes and adhere to all assessment criteria of the learning programme. A final summative assessment will be conducted to determine whether the exit level outcomes have been achieved.

## Disclaimer

The information contained in this fact sheet is accurate at the time of printing. However, factors beyond Damelin's control (such as environmental, regulatory or technical changes) may cause the contents of this fact sheet or of the programme to change. In the event of any such change, Damelin will formally notify current learners. All possible measures will be taken to minimise inconvenience to learners.

