

APPLICATION

BA VISUAL COMMUNICATION

MAJORING IN

*Graphic Design, Art Direction,
Illustration, Photography or Multimedia*

3
YEARS

NQF
7

FULL TIME

STELLENBOSCH ACADEMY
OF DESIGN & PHOTOGRAPHY

2018

APPLICATION

BA VISUAL COMMUNICATION

MAJORING IN *Graphic Design, Art Direction, Illustration, Photography or Multimedia*

DEADLINES

There are two deadlines for portfolio submissions: 31 August 2017 and 9 October 2017. If you submit a portfolio at a different time, we will keep it until these dates so that all the submissions can be evaluated together. No earlier results will be given. Applicants who submit before the 31 August 2017 deadline will be notified from 15 September 2017; those who submit before 9 October 2017 will be notified from 20 October 2017.

31 AUGUST 2017

- TO BE NOTIFIED FROM 15 SEPTEMBER 2017

9 OCTOBER 2017

- TO BE NOTIFIED FROM 20 OCTOBER 2017

- COMPLETE PORTFOLIO (SEE INSTRUCTIONS BELOW)
- GRADE 11 DECEMBER AND GRADE 12 JUNE/SEPTEMBER RESULTS
- MATRICULATION EXEMPTION (REQUIRED FOR THE DEGREE PROGRAMME)
- APPLICATION FORM AND R500 APPLICATION FEE (NON-REFUNDABLE)
- CERTIFIED COPY OF ID AND SEPARATE ID PHOTO

APPLICATION REQUIREMENTS

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FINANCE & FEES

STUDENTS ARE REQUIRED TO MAKE FINANCIAL PROVISION FOR THE FOLLOWING GOODS,
WHICH ARE NOT INCLUDED IN THE COURSE FEES:

- ART KIT (PRICE ON REQUEST)
- CONSUMABLES: PHOTO PAPER, FILM, MOUNTING BOARD, SKETCHPADS, VISUAL DIARIES, ETC.
- PRINTING AND COPY COSTS FOR TASKS PRINTED AT THE ACADEMY.

* COURSE FEES CAN BE FOUND ON THE ACADEMY WEBSITE

BANKING DETAILS

ABSA BANK

ACCOUNT NUMBER 4055051024

BRANCH CODE 632005

REFERENCE: STUDENT NAME AND SURNAME

FOR FOREIGN APPLICATIONS THE ADDRESS OF THE BANK IS:

OUDE BLOEMHOF BUILDING, PLEIN STREET, STELLENBOSCH, 7600.

THE SWIFT CODE IS ABSAZAJJ

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APPLICATION

— FOR ADMISSION

A. APPLICATION/STUDENT INFORMATION

SURNAME:	<input type="text"/>	INITIALS:	<input type="text"/>	TITLE:	<input type="text"/>
FIRST NAMES:	<input type="text"/>				
IDENTITY NUMBER:	<input type="text"/>				
SA CITIZENSHIP:	YES: <input type="text"/>	NO:	<input type="text"/>		
NATIONALITY IF NOT SA:	<input type="text"/>	PASSPORT NO:	<input type="text"/>		
STUDY PERMIT NUMBER:	<input type="text"/>	DATE OF BIRTH:	<input type="text"/>		
DISABILITIES:	YES: <input type="text"/>	NO:	<input type="text"/>	DETAILS:	<input type="text"/>
RESIDENTIAL ADDRESS:	<input type="text"/>				
<input type="text"/>					
CONTACT DETAILS:	<input type="text"/>				
MOBILE:	<input type="text"/>				
EMAIL:	<input type="text"/>				
HIGH SCHOOL:	<input type="text"/>				

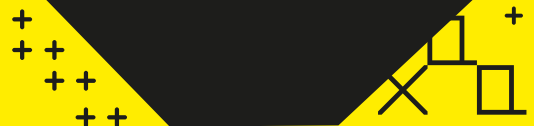
B. SECONDARY EDUCATION

All applicants must complete this section and submit a certified copy of their Senior Certificate.

If you have not yet passed Gr 12 please submit a certified copy of your December Gr.11 & latest Gr.12 report.

NAME OF SCHOOL:	<input type="text"/>	CITY:	<input type="text"/>
CONTACT NUMBER:	<input type="text"/>	PROVINCE:	<input type="text"/>
SUBJECTS: LIST OF SUBJECTS:	MARKS:		
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C. TERTIARY EDUCATION (ANY STUDIES AFTER SCHOOL)

NAME OF SCHOOL:

CONTACT NUMBER: YEAR:

SUBJECTS: LIST OF SUBJECTS	MARKS
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<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

D. PARENT/GUARDIAN/FEE PAYING PARTY INFORMATION

SURNAME: INITIALS: TITLE:

FIRST NAMES:

IDENTITY NUMBER:

RELATIONSHIP TO STUDENT:

OCCUPATION: EMPLOYER:

RESIDENTIAL ADDRESS:

POSTAL CODE:

POSTAL ADDRESS:

POSTAL CODE:

CONTACT DETAILS:

MOBILE:

TEL:

FAX:

E-MAIL:

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PORTFOLIO

Section A: Practical tasks

Please read each question carefully, and pay attention to the technical and conceptual requirements of each brief. Try your best, we are looking for your own creative interpretations.

1. Draw, sketch, scribble

Choose one object and make fifteen different observational drawings of the same object. Consider the use of line, shading, texture, tonal values and composition to define the object you are drawing. This brief is based on observation and creative interpretation. Please do not trace as this is a drawing exercise.

2. Design advertisement

With a pen or pencil, draw up a few ideas (max 3) for a creative print advertisement (portrait or landscape) for any piece of office equipment e.g. stapler, permanent marker, fine liner, sticky tape, etc. Your advertisement should incorporate the visual, the headline and the logo.

This brief is meant to show your ability to think differently/conceptually.

Present your final idea on an A4 page

For inspiration see the example below by Grey Advertising Agency, India.

Note: You are only required to draw up your ideas; there is no need for photographs or any digital editing.



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What we are looking for in this brief is your ability to think differently and on a conceptual level. Present your final idea neatly drawn up on an A4 page (portrait or landscape). Advert Reads: "Sticky on both sides."

3.1. Craft Beer Label Design.

Choose ONE of the following craft beers, then design an A5 label and also show a visual application (image) on a bottle. *Triggerfish OR *Brewdog

Consider and show the development of the following elements:

- A mood board of existing brands that inspired your design (A3 format)
- Concept development for the look and feel of the label
- Choice of typography for the name of the beer
- The development of the visual image used in the design.
- Pay attention to all the relevant technical information that accompanies the design of a label. For example: ingredients, volume of beer etc..

All the above steps should give a good overview of your creative and conceptual design process. The final design must be in an A5 format.



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3.2. Fabric design:

Design a fabric based on ONE of the following themes:

- * South African fauna and/or flora
- * South African cultures

Create:

- Create a colour palette of a maximum of 5 colours representing your colour range of the fabric design.
- Create one panel that is 210mm x 210mm.

Thereafter step and repeat the pattern on an A3 format.

Consider variation in your process, bear in mind the rhythm of every pattern depends on how it will be used. You can use various techniques and mediums in your design (e.g. collage, drawing, painting, etc.). The range of colours will depend on your theme and the end use.



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4. Photography

Please shoot all images for the photography brief and do not use existing images. In other words, NO sourced images.

4.1 Visually represent ONE of the following words:

Duality / Juxtaposition / Solitude / Singularity

Clearly state, which one of the words you have selected for your execution.

4.2 Capture an image to show an example of how light interacts with the construction of an urban space. Study how light begins to influence shape and form and thus our experience of a place.

4.3 Create an image with your mobile phone that shows an extraordinary perspective of the world around you. Push past the obvious – think creatively.

4.4 Show a visual representation of what Monday looks or feels like?

5. Optional extra:

If you would like to add some of your own work to enhance your portfolio, you are welcome to do so, but please limit these to five pieces. Provide a short description.

Section B: Written Tasks

(Complete these by hand or type them on A4 sheets. Please add them to your binder.)

1. Why are you applying to study BA Visual Communication at Stellenbosch Academy?
2. Where did you hear about the Academy?
3. What are your interests? What inspires you? (Be as descriptive as possible.)
4. Name the last three movies you watched. Write a very short synopsis of one of these movies, using exactly thirty words, which will persuade us to go and see it.
5. Name three of your all-time favourite books.
6. Which is your favourite television advertisement? What makes it appealing? What does the advertisement promise you as a consumer?

And that's it. Remember, there are no right or wrong answers – we are interested in seeing your own solutions to these questions. We are more interested in seeing your thought processes and interpretations of the questions than in how well you can draw.

Have fun.

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