

PROGRAMMES OFFERED

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Relevant Legislation:	Higher Education Qualifications Subframework	Related Documents:	Teaching and Learning Policy Programme Outlines Assessment Policy



1. Purpose

This document outlines and summarises the registration details of all learning programmes and qualifications offered by Greenside Design Centre College of Design (GDC).

2. Scope

The document addresses all learning programmes at GDC.

3. Qualifications Offered:

The following higher education qualifications, registered with the South African Qualifications Authority on the National Qualifications Framework, are offered at Greenside Design Center.

Qualification	Mode of Instruction	NQF Level	Credits	SAQA Number	Minimum years to complete
Higher Certificate in Design Thinking	Contact	Level 05	120	97900	1 year of study
Bachelor of Arts Degree in Interior Design	Contact	Level 07	360	63009	3 years of study
Bachelor of Arts Degree in Graphic Design	Contact	Level 07	360	62760	3 years of study
Bachelor of Arts Degree in Multimedia Design	Contact	Level 07	360	71672	3 years of study
Bachelor of Arts Honours Degree in Interior Design	Contact	Level 08	120	93876	1 year of study
Bachelor of Arts Honours Degree in Visual Communication Design	Contact	Level 08	120	93628	1 year of study
Bachelor of Arts Honours Degree in Multimedia Design	Contact	Level 08	120	93875	1 year of study

4. Fields of study

Greenside Design Center offers Higher Education programmes in the fields of Interior Design, Graphic Design or Visual Communication Design, Multimedia Design, and Design Thinking.

4.1. Interior Design

Interior Design is concerned with the functional, aesthetic, and socially responsible design of public and private spaces. A good understanding of the appropriate technologies and construction methods is required. Design solutions are developed within a socially relevant context. This includes design schemes for leisure and recreation, business, retail, exhibition and residential environments. Previous graduates are sought after in industry, and the range of careers is varied and interesting. Many are working in interior design or architectural practices. Others have joined the design teams of large corporations, government departments and retail chains.

4.2. Graphic Design / Visual Communication Design:

Graphic Design is essentially concerned with the creation and manipulation of imagery and text to communicate a "message". Whether a design encompasses exhibition graphics, an advertising campaign, signage systems, a book cover or a complete magazine, the designer will need to relate imagery and text in a creative, stimulating and purposeful way. Packaging or point of sale design also requires the ability to manipulate three dimensional form. Areas of employment include design consultancies and advertising agencies, exhibition design and signage companies, retail chains and print and electronic media houses.



4.3. **Multimedia Design:**

Multimedia is a relatively new field of study and is very much on the cutting edge of technological and industry developments. The communication aspects of Multimedia are determined by the visual, typographic, layout and illustrative elements of the design. At Design Center the emphasis is on the design aspects of Multimedia with some training in the technical programming. This field includes hand-rendered and digital animation, computer graphics, storyboarding, digital interface and web design, motion graphics and design for television.

4.4. **Design Thinking:**

On an international level, the value of design thinking is embraced both within and outside of the design industries. Design Thinking is about being able to explore problems, experiment with solutions through a critical and iterative process, and arrive at innovative and responsive solutions.

5. **Higher Certificate Structure and Description**

The purpose of the qualification is to lay a foundation in the broad principles and practices of design. The programme introduces learners to creative and visual thinking, design thinking and the design process, visual communication methods, professional practice and the analysis and critique of design solutions. It offers an integrated combination of conceptual and applied skills and prepares learners to become flexible, problem-solving thinkers outside the boundaries of a single design discipline. The knowledge and skills taught are fundamental to many visual and creative professions, and graduates will be able to transfer these to a variety of design specialisations, including visual communication design, interior design, product design and environmental design. Additionally, the programme focuses on learners' command of the English language, particularly in academic reading and writing pertinent to visual culture and design theory. The subjects integrate into most projects across the year and are not discrete and independent modules.

Year of Study	Subjects	Credits
One of one	Principles and Theory of Design	30
	Communications	30
	Technology and Professional Practice	30
	Critical Studies	30

6. **Degree Programme Structure and Description**

The Bachelor of Arts Degrees in Interior, Graphic or Multimedia are offered on a full-time basis only and require a minimum of three years of study to complete. Each year of study is assigned 120 credit points. The total of 120 credit points is divided into 30 credit points for each of the four subjects, such as Principles and Theory of Design and Critical Studies. The subjects integrate into most projects across the year and are not discrete and independent modules. The details of each subject are included in the GDC Programme Outline documents. The overall structure of the programmes are as follows:

Year of Study	Subjects	Credits
One of three	Principles and Theory of Design I	30
	Communications I	30
	Technology and Professional Practice I	30
	Critical Studies I	30
Two of three	Principles and Theory of Design II	30
	Communications II	30
	Technology and Professional Practice II	30
	Critical Studies II	30
Three of three (Exit Level)	Principles and Theory of Design III	30
	Communications III	30



	Technology and Professional Practice III	30
	Critical Studies III	30

7. Postgraduate Programme Structure and Description

The Bachelor of Arts Honours Degrees in Interior, Visual Communication or Multimedia are offered on a modularised basis and require a minimum of one year of study to complete. The details of each module are included in the GDC Programme Outline documents. The overall structure of the programmes are as follows:

Year of Study	Subjects	Credits
One of one	Minor Design Module	18
	Major Design Module	60
	Critical Studies Research Paper Module	42

8. Version History

Version Control	Date Effective	Approved By:	Nature of Amendments
2	January 2012	Quality Assurance Facilitator	Minor formatting amendments in line with the policy standards
3	January 2013	Quality Assurance Facilitator	Clarified mode of instruction per programme
4	January 2014	Quality Assurance Facilitator	Included reference to one-year postgraduate programmes
5	January 2015	Quality Assurance Facilitator	Removed reference to 240 credit Honours programme replaced by 120 credit programmes
6	June	Executive Committee	Branding
7	May 2016	Executive Committee	Inclusion of Higher Certificate programme, removal of Design Plus; branding

