

**2026**

**Orientation  
Week Day 3**

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# Orientation Week Schedule

Wednesday: 25 February 2026

10:00 – Welcome (L1)

10:15 – Showcase: All Staff

10:45 – Brand Building Game : Ridhwaan

11:10 – Coursework Overview:

- Creative (L8)
- Marketing (L1)

12:00 – Guest Speaker: Kwanda Tangweni

1:00 – Lunch

# Orientation Week Schedule

## Thursday: 26 February 2026

10:00 – L'Oreal Briefing (L1)

11:00 – Student Queries

## Friday: 27 February 2026

09:00 – Fun day

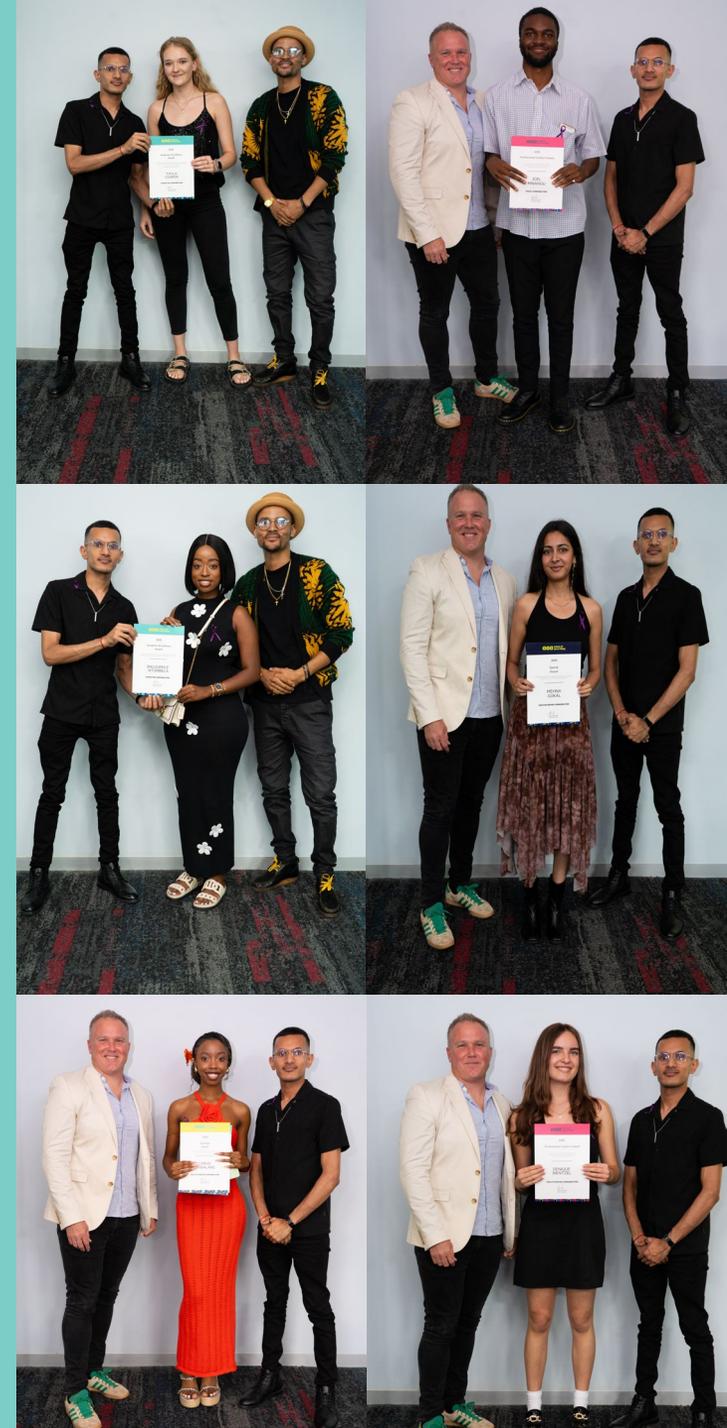
- Please dress in comfortable, athletic clothing suitable for outdoor activities. Don't forget to come sun-ready (hat, sunscreen, etc.).
- There will also be a few stalls on the day, so bring some cash if you'd like to make any purchases.

# Academic Calendar

SEMESTER 1: 2026			
Duration	Start	Finish	Number of days
Institution opens	2 January 2026		
Release of matric results	13 January 2026		
2025 Supplementary Exam – Nov/Dec	19 January 2026	30 January 2026	10
Supplementary Exam - Release of results	9 February 2026		
<b>Semester 1</b>	<b>23 February 2026</b>	<b>3 July 2026</b>	
Alumni day	11 February 2026		1
Orientation	23 February 2026	26 February 2026	5
Creative & Marketing Bootcamp	23 February 2026	27 February 2026	3
Amazing Race Student Event	27 February 2026		1
Commencement of lectures	2 March 2026		
Industry badges and certifications	13 March 2026		1
Career Day	27 March 2026		1
Mental Wellness	31 March 2026		
Assignment and Brief due date 1	31 March 2026		1
Semester break	3 April 2026	6 April 2026	4
Hackathon / Entrepreneurship Week	13 April 2026	17 April 2026	5
Work readiness	20 April 2026		1
Assignment and Brief due date 2	20 April 2026		1
Creative and Marketing Bootcamps	29 April 2026		1
Continuous assessment Test	04 May 2026	20 May 2026	13
Assignment and Brief due date 3	11 May 2026		1
Assignment and Brief due date 4	1 June 2026		1
Semester 1 examination	15 June 2026	09 July 2026	16
Release of results	15 July 2026		1
Institution holidays	06 July 2026	17 July 2026	10
2026 Supplementary exam – June/July	20 July 2026	31 July 2026	10
Supplementary exam - Release of results	7 August 2026		1

# Academic Awards

- Top achievers are awarded twice a year, at the end of each Semester. There is one top achiever per qualification.



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# Showcase

## The Student Showcase is:

- An annual end-of-year exhibition
- A professional platform for student work
- A live industry-facing event
- A portfolio milestone
- A networking opportunity

## It represents:

- Your academic journey
- Your creative voice
- Your professional readiness

Note: The showcase is compulsory for students from all qualifications.



# Showcase

## Purpose & Industry Relevance

### Why We Do It

- Simulates real industry exhibition environments
- Positions students as emerging professionals
- Builds confidence in presenting work publicly
- Bridges academia and industry

### Why It Matters Professionally

- Industry professionals attend
- Recruiters scout talent
- Work becomes portfolio-ready
- Students secure internships and employment
- This is not just an exhibition, it is your professional debut.



# Showcase

## Expectations, Timelines & Outputs

### What Is Expected

- Professionally finished work
- Curated project selection
- Clear concept articulation
- Printed and/or digital outputs
- Professional presentation presence

### Timeline Structure

- Concept selection phase
- Feedback & refinement phase
- Technical prep & print submission
- Final installation & showcase day

Stress:

Late or incomplete work compromises your professional image.



# Showcase

## Technical Quality Checks (Critical Slide)

Before submission, check:

### Print Work

- Correct sizing
- 300dpi resolution
- CMYK colour mode
- Bleed included
- Crop marks
- Spelling and Grammar
- Exported as print-ready PDF

### Digital Work

- Correct dimensions for platform
- Optimised file sizes
- Working links
- Correct aspect ratios
- Clean mockups

Technical errors reduce professional credibility, even with strong ideas.



# Showcase

## Professional Profiling & Portfolio Development

The Showcase is part of your professional identity.

### Build Your Professional Profile

- Update LinkedIn
- Professional bio
- Professional headshot
- Behance / online portfolio
- Business cards or QR codes

### Portfolio Development

- Curate, don't overload
- Show process, not just final outcome
- Demonstrate strategy + thinking
- Include measurable results where possible

You are building a career, not just passing a module.



# Showcase

## Marketing Communication Showcase Guidelines

This showcase is not only about visual execution.

Marketing Communication students are evaluated on:

- Strategic thinking
- Research depth
- Consumer insight
- Channel strategy
- Integrated planning
- Campaign coherence
- Measurable objectives

You are not competing on visual polish with creative students.

You are showcasing:

- Thinking
- Structure
- Logic
- Strategy
- Outcomes



# Showcase

## How Marketing Communication Work Should Be Presented

### Recommended formats:

- Campaign boards (strategy-led layouts)
- Infographic summaries
- Media strategy maps
- Consumer journey diagrams
- Research highlight posters
- Case study format presentations

### Structure to present:

- Problem / Opportunity
- Research Insight
- Target Audience
- Strategic Objective
- Big Idea
- Channel Execution
- Measurement & KPIs

Clarity > aesthetics.



# Showcase

First Year Showcase Requirement

- 1x A3 Profile
- 1x A3 Work from the year

Creative – choose work from elective  
Marketing – INS512

Profile is due on the 29 April 2026.

Second and Third years have more work.



# Contacts:

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**Guest  
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Kwanda  
Tangweni**





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