Bachelor of Arts in Creative Brand Communication

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| **MODULES YEAR 1** | **PRESCRIBED & RECOMMENDED TEXTBOOKS** |
| Fundamentals of Creative Craft 500 (FCC500) | **Prescribed Textbook:**  Victionary.(2020).Dot, Line , Shape, The Basic Elements of Design and Illustration.United States: Victionary Publishers.ISBN:9789887903468    **Recommended Reading:**  Cure, S & Sergio, B. (2019). Graphic Design Play Book: An Exploration of Visual Thinking (Logo, Typography, Website, Poster, Web, and Creative Design). United Kingdom: Laurence King Publishing. ISBN:‎ 9781786273963  Campe, E & Rausch, U. (2020). Designing Fonts: An Introduction to Professional Type Design. United Kingdom:Thomas & Hudson. ISBN: 9780500241554  Hardwicke, K.et al. (2017). Artist's drawing techniques. United Kingdom: Dorling Kindersley Limited. ISBN: 9781465461742  Seddon, T. (2017). Draw your own fonts - 30 alphabets to scribble, sketch, and make your own! United Kingdom: Ivy Press. ISBN: 9781782404972 |
| Creative Ideation and Innovation 500 / CII500 | **Prescribed Textbook:** "Firth, J. (2020). Creative Thinking Workbook: Boost your ideas, productivity and flow. Scotland:Arboretum Books.  ISBN: 9781999638856"  Recommended Reading:  Soni,P.(2021).Design Your Thinking: The Mindsets, Toolsets and Skill Sets for Creative Problem-solving.India:India Portfolio.ISBN: 9780670094097  Griffiths,C and Costi,M.(2022).The Creative Thinking Handbook: Your Step-by-Step Guide to Problem Solving in Busines.2nd Ed.United Kingdom:Kogan Page. ISBN:9781398607064  Jensen, M. (2020). Creativity Training: Guide to Exercises and Techniques for UnleashingYour Creative Process to Come Up With Uniques Ideas and to Turn Those Ideas intoReality. Independently published. ISBN:9798620295098 |
| Visual Culture 500 / VIC500 | Prescribed Textbook: Howells, R & Negreiros, J. (2019). Visual Culture.3rd Ed. United Kingdom:Wiley.ISBN: 9781509518784  **Recommended Reading:**  Boylan, A. L. (2020) Visual Culture. United States: MIT Press. ISBN:9780262539364• Müller, J & Wiedemann, J. (2021). The History of Graphic Design. Vol. 1, 1960–Today. United Kingdom: Taschen. ISBN:9783836570374 |
| Digital Media 500 | Prescribed Textbook:  Chavez, C. Faulkner A. Adobe Photoshop Classroom in a Book (Pearson) 2022 release ISBN 978-0137621101 Anton, K and DeJarld,T.(2021).Adobe InDesign Classroom in a Book.United States:Adobe Press.ISBN:9780137622962 **Wood, B. (2023). Adobe Illustrator Classroom in a book. United States:Adobe Press. ISBN:9780137967179**  Fridsma, L & Gyncild, B. (2019). Adobe Acrobat DC Classroom in a Book. United States:Adobe Press.ISBN:9780135495643  **Recommended Reading:** "Clayton, D. (2019). How Do I Do That in InDesign?.United States: Rocky Nook. ISBN:9781681984841  DeJarld, T & Kelly, A. (2021). Adobe InDesign Classroom in a Book. United States:Adobe Press.ISBN:9780136870289  Bozeman, J. (2021). Adobe InDesign CC User Guide.United States:Adobe Press. ISBN: 9798474018263 |
| Marketing management 500 | Prescribed Textbook: Kotler, P.T and Armstrong, G. (2020). Principles of Marketing.18th Ed. USA: Pearson. ISBN:9781292341132  Recommended Reading: Cant, M.C.et al. (2021). Marketing Management: A South African Perspective.4th Ed. South Africa: Juta and Co. ISBN:9781485130987 |
|  | ELECTIVES 1 |
| Applied Writing 511 & 512 | Prescribed Textbook:  Russell, K. (2021). Write Now. 3rd Ed. United Kingdom:McGraw Hill.ISBN:9781260260342  **Recommended Reading:**  Handley,A.(2022).Everybody Writes: Your New and Improved Go-To Guide to Creating Ridiculously Good Content.2nd Ed.United States:Wiley. ISBN:9781119854166 |
| Copywriting 511 & 512 | Prescribed Textbook:  Bly,R.W.(2020).The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells.**4th Ed.United States:St Martin's Griffins. ISBN: 9781250238016**  **Recommended Reading:**  Kemeny,T.(2019).Junior: Writing Your Way Ahead in Advertising.United States:Powerhouse Books.ISBN:9781576879122  Handley,A.(2022).Everybody Writes: Your New and Improved Go-To Guide to Creating Ridiculously Good Content.2nd Ed.United States:Wiley. ISBN:9781119854166  Maslen, A. (2019). Persuasive Copywriting. 2nd Ed. United Kingdom: Kogan Page. Sullivan, L. & Ramos, A. (2022).Hey Whipple, Squeeze This: The Classic Guide to Creating Great Advertising.6th Ed. United States: Wiley. ISBN:9781119819691 |
|  | ELECTIVES 2 |
| Graphic Design 511 & 512 | Prescribed Textbook: Samara, T. (2020). Design Elements a Graphic Style Manual: Understanding the Rules and Knowing When to Break Them. 3rd Ed. United States: Rockport Publishers. ISBN:9781631598722  Recommended Reading:  Ambrose, G and Harris, P. (2018). Layout for Graphic Designers: An Introduction (Basics Design). United Kingdom: Bloomsbury.ISBN:9781474254793  Ambrose, G, Harris, P. (2017). Typography (Basics Design).2nd Ed, United Kingdom: Bloomsbury.ISBN:9781474225281  Ambrose, G, Harris, P. (2017). Basics Design 07: Grids.3rd Ed. United Kingdom: Bloomsbury.ISBN: 9781474254779  Ambrose, G, Harris, P. (2019). Format for Graphic Designers.3rd Ed.United Kingdom: Bloomsbury,ISBN:9781474290630  Potts, E. & Gardner, B. (2017). Logolounge 10: The World’s Premier Logo Showcase.United States: Indicia Press.ISBN:9781543915105 |
| Art Direction 511 & 512 | Prescribed Textbook: Landa, R. (2021). Advertising by Design: Generating and Designing Creative Ideas Across Media. 4th ed. United States: Wiley.ISBN:9781119691495  Recommended Reading:  Altstiel, T., Grow, J. and Jennings, M. (2020). Advertising Creative: Strategy, Copy, and Design. 5th ed. United States: SAGE Publications .ISBN:9781506386966  White, J.(2019). Editing by Design: The Classic Guide to Word-and-Picture Communication for Art Directors, Editors, Designers, and Students.United States.Allworth.1621537609  Victore, J. (2019). Feck Perfuction: Dangerous Ideas on the Business of Life.United States: Chronicle Books.ISBN:9781452166360  Sullivan, L. & Ramos, A. (2022).Hey Whipple, Squeeze This: The Classic Guide to Creating Great Advertising.6th Ed. United States: Wiley. ISBN:9781119819691 |
| **YEAR 2** |  |
| Digital Media 521 | Prescribed Textbook:  Maxin, J. (2022). Adobe Premiere Pro Classroom in a Book.United States:Adobe Press.ISBN:9780137625123 Wood, B.Adobe XD Classroom in a Book (2020 release) Adobe Press ISBN 978-0136583806 Adobe Character Animator https://helpx.adobe.com/adobe-character-animator/user-guide.html  Recommended Reading:  Hillman, C. (2021) UX for XR: User Experience Design and Strategies for Immersive Technologies (Design Thinking) ISBN 9781484270196. APress Adobe CC Tutorials - https://helpx.adobe.com/creative-cloud/tutorials-explore.html |
| Digital Media 522 | Prescribed Textbook: Fridsma, L & Gyncild, B. (2019). Adobe After Effects Classroom in a Book. United States:Adobe Press.ISBN:9780136411871  Recommended Reading: Adobe CC Tutorials - https://helpx.adobe.com/creative-cloud/tutorials-explore.html Justin Odisho Tutorials - https://www.youtube.com/watch?v=5GKC08EMVRc&list=PLBrRXoTJAkZC84FE49\_N1vXutAId3pn51 |
| Industry Practice 600 | Prescribed Textbook: Mallia,K.L. (2019).Leadership in the Creative Industries: Principles and Practice. United States:Wiley-Blackwell.ISBN:9781119334002  Recommended Reading: Davis, D. (2016). Creative Strategy and the Business of Design. United States:How Books.ISBN:9781440341557 |
| Photography 500 | Prescribed Textbook: Freeman, M. (2018). The Photography Bible: All You Need to Know to Take Perfect Photos. United Kingdom: Octopus Publishing Group.ISBN:9781781576236.  Recommended Reading: "Kelby, S. (2020). The Digital Photography Book: The step by step secrets for how to make you photos look like the pros. United States:Rocky Nook.ISBN:9781681986715  https://www.digitalcameraworld.com/tutorials  https://digital-photography-school.com  https://expertphotography.com" |
| MCIMM 600 | Prescribed Textbook: Storey, J.(2021). Cultural Theory and Popular Culture: An Introduction.9th Ed. London: Routledge. ISBN:9780367820602 |
| Consumer Behaviour 600 | Prescribed Textbook: Erasmus, A.et al. (2019). Consumer Behaviour: South African Psychology and Marketing Applications. 2nd Ed. South Africa: Oxford University Press. ISBN:9780190412425  Recommended Reading: "Hoyer, W. et al.(2018). Consumer Behavior.7th Ed. United States: Cengage Learning. ISBN:9781305507272  Schiffman, L.G. and Kanuk, L.L. (2019). Consumer Behaviour. 12th Global Ed. United Kingdom: Pearson. ISBN:9781292269245" |
|  | Choose Electives |
| Copywriting 621 & 622 | Prescribed Textbook:  White. J.V. (2021). Editing by Design: The Classic Guide to Word-and-Picture Communication for Art Directors, Editors, Designers, and Students. 4th Ed. United States:Allworth. ISBN:9781621537601  Recommended Reading:  Shaw,M and Lingwood,G.(2022).Copywriting: Successful Writing for Design, Advertising and Marketing.3rd Ed.United Kingdom:Laurence King Publishing.ISBN:9781529420241 Handley,A.(2022).Everybody Writes: Your New and Improved Go-To Guide to Creating Ridiculously Good Content.2nd Ed.United States:Wiley. ISBN:9781119854166 Altstiel, T., Grow, J. and Jennings, M. (2022). Advertising Creative: Strategy, Copy, and Design. 6th Ed. United States: SAGE Publications.ISBN:9781071846650 Landa, R. (2021). Advertising by Design: Generating and Designing Creative Ideas Across Media. 4th ed. United States: Wiley.ISBN:9781119691495 Moriarty, S., Mitchell, N. & Wells, D.(2019). Advertising & IMC: Principles and Practice, Global Edition.United States.Pearson.ISBN-10: 1292262060 |
| Graphic Design 621 & 622 | Prescribed Textbook: Landa, R.(2021). Advertising by Design: Generating and Designing Creative Ideas Across Media. 4th ed. United States: Wiley.ISBN:9781119691495  Recommended Reading:  Stopher,B. et al.(2021). Design and Digital Interfaces: Designing with Aesthetic and Ethical Awareness.United States:Bloomsbury Publishing. ISBN:9781350068278  Victionary.(2021).More is More: Designing Bigger, Bolder, Brighter.United States:Victionary.ISBN:9789887462873 Bierut,M.(2021).How to use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World (Revised & Expanded). United States: Harper Design.ISBN:9780063141575 Dabner, D., Stewart, S and Vickress, A. (2020). Principles and Practice Graphic Design: Graphic Design School. 7th Ed. United Kingdom: Wiley.ISBN:9781119647119 |
| Art Direction 621 & 622 | Prescribed Textbook:  White. J.V. (2021) Editing by Design – The Classic Guide to Word-and-Picture Communication. 4ed. United States:Allworth Press. ISBN:9781621537601  Recommended Reading:  Sullivan, L. & Ramos, A. (2022). Hey Whipple, Squeeze This: The Classic Guide to Creating Great Advertising.6th Ed. United States: Wiley. ISBN:9781119819691 Landa, R.(2021). Advertising by Design: Generating and Designing Creative Ideas Across Media. 4th ed. United States: Wiley.ISBN:9781119691495 Hegarty on Advertising: Turning Intelligence into Magic. United Kingdom: Thames and Hudson.ISBN:9780500293638  Altstiel, T., Grow, J. and Jennings, M. (2022). Advertising Creative: Strategy, Copy, and Design. 6th Ed. United States: SAGE Publications.ISBN:9781071846650 Bierut, M. (2021) How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World (Revised & Expanded).United States: Harper Design.ISBN:9780063141575  Allanwood, G & Beare, P. (2019). User Experience Design: A Practical Introduction. 2nd ed. United States:Bloomsbury Visual Arts.ISBN:9781350021709  Quesenberry, K. (2018). Social Media Strategy: Marketing, Advertising, Public Relations in the Consumer Revolution Forister, K. (2022). Breaking into Art Direction: How to Build Your Portfolio and Land a Job in Advertising. Opendoorcreative.com. ISBN: 9798409001292 Brower, S. (2019). Inside Art Direction. Interviews and Case Studies. ISBN: 978-1472569103 Botter, S., Engberg, M. & Macintyre, B.(2021). Reality Media: Augmented and Virtual Reality. United States: The MIT Press.ISBN:0262045125 Pereyra, I. (2023). Universal Principles of UX. 100 Timeless strategies to create positive interactions between people and technology (volume 4). ISBN: 978-0760378045 Cratera Technology. (2022). Successful Billboards: A Collection of High Performing Billboard Ad Ideas. Quesenberry, KA. & Coolsen, MK. (2023). Brand storytelling: Integrated Marketing Communication for the Digital Media Landscape. ISBN: 978-1538176375 Moriarty, S., Mitchell, N. & Wells, D.(2019). Advertising & IMC: Principles and Practice, Global Edition.United States.Pearson.ISBN-10: 1292262060 Dabner, D., Stewart, S and Vickress, A.(2020). Principles and Practice Graphic Design: Graphic Design School. 7th Ed. United Kingdom: Wiley.ISBN:9781119647119 |
| **YEAR 3** |  |
| Research 700 (RES700) | Prescribed Textbook: Kara, H. (2020). Creative Research Methods: A Practical Guide.2nd Ed. United Kingdom: Policy Press.ISBN:9781447356745  Recommended Reading:  Bryman, et al. (2021). Social Research Methods. 6th Ed. United Kingdom: Oxford University Press.ISBN:9780198796053  Akandwanaho, S. (2021). Research Methodology. South Africa: Wizebooks. ISBN: 9780620926232  Collins, H. (2019). Creative Research: The theory and practice of research for the creative industries. 2nd Ed. London. Bloomsbury Publishing. ISBN:9781474247085)  Bryman, A. (2018). Business Research Methods .5th Ed. South Africa: Oxford University Press.  Wiid, J. (2020). Marketing Research .4th Ed. South Africa: Juta Publishers. ISBN: 9781485129240 |
| Campaign Activations 731 & 732 | Prescribed Textbook: Belch, G.E and Belch, M.E.(2021).Advertising And Promotion: Integrated Marketing Communications Perspective.12th Ed. United States: Mcgraw-Hill. ISBN:9781260570991  Recommended Reading:  Barry, P. (2018). The Advertising Concept book. 3rd ed. London: Thames & Hudson.  Douglas, D. (2016). Creative Strategy and the Business of Design. ed. United States: How Books. ISBN:978-1-4403-4155-7.  Godin, S. (2018). This is Marketing: You Can’t Be Seen Until You Learn to See. Portfolio. ISBN: 9780525540830  Appelbaum, U. (2022). The Brand Positioning Workbook: A simple how-to guide to more compelling brand positioning, faster.   Jimenez, G. (2022). The future of Web 3.0 In Gaming sector. ISBN: B09WYRZH8G  Koranda, D., Sheehan, KB., et al.,(2021). Advertising Campaigns Workbook. 2nd ed.   Quesenberry, KA. & Coolsen, MK. (2023). Brand storytelling: Integrated Marketing Communication for the Digital Media Landscape. ISBN: 978-1538176375  Sheehan, KB. & Robertson, C. (2019). Hitting the sweet spot again. How consumer insights can inspire better marketing and advertising.   Sullivan, L. (2022). Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads. 6th Ed. New Jersey: John Wiley & Sons. ISBN:9781119819691 |
| Graphic Design 731 & 732 | Prescribed Textbook: Landa, R.(2021). Advertising by Design: Generating and Designing Creative Ideas Across Media. 4th ed. United States: Wiley.ISBN:9781119691495  Recommended Reading:  White,A.W. (2022) The Elements of Graphic Design: Space, Unity, Page Architecture, and Type.United States: Allworth Press. ISBN: 9781621537595  Sullivan, L. & Ramos, A. (2022). Hey Whipple, Squeeze This: The Classic Guide to Creating Great Advertising.6th Ed. United States: Wiley. ISBN:9781119819691  Victionary.(2021).Print Matters, The Cutting Edge of Print.United States: Victionary. ISBN:9789887462972 |
| Art Direction 731 & 732 | Prescribed Textbook:  White. J.V. (2021) Editing by Design – The Classic Guide to Word-and-Picture Communication. 4ed. United States: Allworth Press. ISBN:9781621537601  Recommended Reading:  Bly, R.W. (2020). The Copywriter's Handboook; A Step by Step Guide to Writing Copy that Sells. 4th Ed. United States:Saint Martin's Publishing Group.ISBN:9781250238016  Edwards, J. (2019). Copywriting Secrets: How Everyone Can Use The Power Of Words To Get More Clicks, Sales and Profits . . . No Matter What You Sell Or Who You Sell It To!.United States: Author Academy Elite.ISBN:9781640854628  Quesenberry, K. (2018). Social Media Strategy: Marketing, Advertising, Public Relations in the Consumer Revolution Cratera Technology. (2022). Successful Billboards: A Collection of High Performing Billboard Ad Ideas. Parrs, N. (2020). Let’s Learn Some Storyboarding. Pereyra, I. (2023). Universal Principles of UX. 100 Timeless strategies to create positive interactions between people and technology (volume 4). ISBN: 978-0760378045 Brower, S. (2019). Inside Art Direction. Interviews and Case Studies. ISBN: 978-1472569103 Quesenberry, KA. & Coolsen, MK. (2023). Brand storytelling: Integrated Marketing Communication for the Digital Media Landscape. ISBN: 978-1538176375 ProMediaBooks. (2022). 16:9 Storyboard Notebook. A Blank Storyboard Sketch Book. Storyboard Templates for Directors, Cinematographers, and Film Students (Pro Storyboards). Moriarty, S., Mitchell, N. & Wells, D.Advertising & IMC: Principles and Practice, Global Edition.United States.Pearson.ISBN-10: 1292262060 Sullivan, L. & Ramos, A. (2022).Hey Whipple, Squeeze This: The Classic Guide to Creating Great Advertising.6th Ed. United States: Wiley. ISBN:9781119819691 |
| Copywriting 731 & 732 | Prescribed Textbook:  White. J.V. (2021) Editing by Design – The Classic Guide to Word-and-Picture Communication. 4ed. United States: Allworth Press. ISBN:9781621537601  Recommended Reading:  Shaw,M and Lingwood,G.(2022).Copywriting: Successful Writing for Design, Advertising and Marketing.3rd Ed.United Kingdom:Laurence King Publishing.ISBN:9781529420241 Handley,A.(2022).Everybody Writes: Your New and Improved Go-To Guide to Creating Ridiculously Good Content.2nd Ed.United States:Wiley. ISBN:9781119854166 Altstiel, T., Grow, J. and Jennings, M. (2022). Advertising Creative: Strategy, Copy, and Design. 6th Ed. United States: SAGE Publications.ISBN:9781071846650 Quesenberry, KA. & Coolsen, MK. (2023). Brand storytelling: Integrated Marketing Communication for the Digital Media Landscape. ISBN: 978-1538176375 Landa, R. (2021). Advertising by Design: Generating and Designing Creative Ideas Across Media. 4th ed. United States: Wiley.ISBN:9781119691495 Moriarty, S., Mitchell, N. & Wells, D.(2019). Advertising & IMC: Principles and Practice, Global Edition.United States.Pearson.ISBN-10: 1292262060 Sullivan, L. & Ramos, A. (2022). Hey Whipple, Squeeze This: The Classic Guide to Creating Great Advertising.6th Ed. United States: Wiley. ISBN:9781119819691 |
| Work Integrated Learning (WIL) 700 |  |