Diploma in Visual Communication

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| **MODULES YEAR 1** | **PRESCRIBED & RECOMMENDED TEXTBOOKS** |
| Typography 511 & 512 (TYP511/512) | **Prescribed Textbook:**  Saltz,I.(2019).Typography Essentials Revised and Updated: 100 Design Principles for Working with Type.United States:Rockport Publishers.ISBN:9781631596476  Adams,S.(2019).The Designer's Dictionary of Type.United States:Abrams. ISBN:9781419737183  **Recommended Reading:**  Lupton, E. (2010). Thinking with Type. 2nd Ed. New York: Princeton Architectural Press.ISBN:9781568989693 Abbey , S. (2017). Hand Lettering A to Z: A World of Creative Ideas For Drawing and Designing Alphabets. United States:Rockport Publishers.ISBN:9781631592829 |
| Drawing 500 (DRW500) | **Prescribed Textbook:**  Zeegen,L.(2020).The Fundamentals of Illustration.3rd Ed.United Kingdom:Bloomsbury Visual Arts.ISBN:9781474240390 Wigan,M.(2018).Thinking Visually for Illustrators (Basics Illustration).2nd Ed.United Kingdom:Bloomsbury Visual Arts.ISBN:9781350095793  Recommended Reading:  Male, A. (2017). A Theoretical and Contextual Perspective.2nd Ed.United Kingdom:Bloomsbury Visual Arts.ISBN:9781474263023 Baker, S. (2021). Draw Your World: How to Sketch and Paint Your Remarkable Life.United States:Watson-Guptill.ISBN:9781984858207 Heller, S. & Anderson,G.(2018). The Illustration Idea Book: Inspiration from 50 Masters.United Kingdom:Laurence King Publishing.ISBN:9781786273253 |
| 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. 2, 1960–Today. United Kingdom:Taschen.ISBN:9783836570374" |
| Digital Media 500 | Prescribed Textbook:  Chavez, C. Faulkner A. Adobe Photoshop Classroom in a Book (Pearson) 2023 release ISBN 9780137965892  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 |
| 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.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  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 " |
| 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 |
| **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).United States: Adobe Press. ISBN:9780136583806 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).Singapore:Apress. ISBN:9781484270196.  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\_N1vXut AId3pn51 |
| Industry Practice 600 | Prescribed Textbook: Mallia,K.L. (2019).Leadership in the Creative Industries: Principles and Practice. United States:Wiley-Blackwell.ISBN: 9781119334019  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" |
| Print Production 500 | Prescribed Terxtbook: Prescribed Textbook:  Stanfield,F and McGeown,L.(2019).The Printmaking Ideas Book.United Kingdom:Octopus Publishing Group.ISBN:9781781576182  Recommended Reading:  Jeffrey,K. (2017). Learn Graphics Design and Print Production Fundamentals.Self published.ISBN:9781973455295 |
| 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:  Roberts-Lombard, M. and Parumasur, S.B. 2021. Consumer Behaviour. 5th Ed. South Africa: Juta. ISBN: 9781485132219  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 |
| Marketing Management 621 & 622 | Prescribed Textbook: Wiid, J. (2020). Strategic Marketing .3rd Ed. South Africa: Juta and Company. ISBN:9781485130826  Recommended Reading: Chernev, A.(2019).Strategic Marketing Management: The Framework. 10th Ed. United States: Cerebellum Press. ISBN:9781936572595 |
|  | Choose Electives |
| 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 for Art Directors, Editors, Designers, and Students. 4th Ed. United States:Allworth. 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** |  |
| Interactive Design 631 & 632 | Prescribed Textbook: Villar, Oliver. (2021),Learning Blender. 3rd Ed.United States: Pearson Education.ISBN:9780136411758  Recommended Reading: "Myers, M. (2021). Adobe After Effects CC Basics and Advanced motion graphics Paperback.. ISBN: 9798726018218  Fridsma, L & Gyncild, B. (2019). Adobe After Effects Classroom in a Book. Adobe Press." |
| Digital Marketing 631 & 632 | Prescribed Textbook:  Waite, K and Vega, R. P. (2018). Essentials of Digital Marketing. United States: Goodfellow Publisher. **ISBN: 9781911396017**  Recommended Reading:  Sharma, K. and Aggarwal, S.(2022). Digital Marketing Outreach: The Future of Marketing Practices. India:Routledge.ISBN:9780367137502  Das, S.(2021). Search Engine Optimization and Marketing: A recipe for success in digital marketing. United Kingdom:Chapman & Hall.ISBN 9780367278786 |
| Creative Business Practice 631 & 632 | Prescribed Textbook: Mallia,K.L. (2019).Leadership in the Creative Industries: Principles and Practice. United States:Wiley-Blackwell.ISBN:9781119334002  Recommended Reading:  Altstiel, T., Grow, J. and Jennings, M. (2020). Advertising Creative: Strategy, Copy, and Design. 5th ed. United States: SAGE Publications .ISBN:9781506386966  Victore, J. (2019). Feck Perfuction: Dangerous Ideas on the Business of Life.United States: Chronicle Books.ISBN:9781452166360   Hegarty, J. (2017). Hegarty on Advertising: Turning Intelligence into Magic. United Kingdom: Thames and Hudson.ISBN:9780500293638   Sullivan, L. & Ramos, A. (2022).Hey Whipple, Squeeze This: The Classic Guide to Creating Great Advertising.6th Ed. United States: Wiley. ISBN:9781119819691 |
|  | ELECTIVES |
| Art Direction 631 & 632 | Prescribed Textbook: Landa, R.(2021). Advertising by Design: Generating and Designing Creative Ideas Across Media. 4th ed. United States: Wiley.ISBN:9781119691495  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 |
| Graphic Design 631 & 632 | 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 |
| Work Based Learning 631 & 632 | **Recommended Reading:**  Sweetman, J. (2019). how to excel at interviews 1st edition. Bookboon Albin, M. (2019). A concrete guide to your career development: Dare to succeed. 1st edition. Bookboon Stothart, C. (2021) Communicate with Positive Impact and Influence In-person and Online! Bookboon Brown, K. (2019) Mastering LinkedIn 3rd edition. Bookboon https://help.behance.net/hc/en-us/categories/203238387-Behance-Basics |