Higher Certificate in Visual Communication

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| **MODULES YEAR 1** | **PRESCRIBED & RECOMMENDED TEXTBOOKS** |
| Business Management 500 | **Prescribed Textbook:**  Erasmus, B. J. (2019). Introduction to Business Management. 11th Ed. South Africa. USA: Oxford University Press. ISBN:9780190745769  **Recommended Reading:**  **Strydom, J. (2023). Principles of Business Management. 5th Ed. Cape Town: Oxford University Press. ISBN:9780190743307** |
| **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 " |
| **Fundamentals of Creative Craft 500** | 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 |
| **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 |
| **Visual Culture 500** | **Prescribed Textbook:**  Howells, R & Negreiros, J. (2019). Visual Culture.3rd Ed. United Kingdom: PolityPress (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 |
| **Creative Idetion and Innovation 500** | 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" |