



# NATIONAL CERTIFICATE: PHOTOGRAPHY

## SAQA ID: 73298 Level 4 - 128 Credits on the NQF



### Multi-Disciplinary Approach

The Creative Industry is a rapidly evolving industry, because it overlaps with so many other industries, especially the Interactive Media Industry. Just think of the enormous amount and wide variety of multimedia content created every day for the internet, mobile devices, DVDs, digital television, advertising. . .

Qualifications offered by VSS provide graduates with multi-disciplinary knowledge and skills that facilitate entry into a number of career paths in the industry.

### Rationale

To build the necessary subject and industry knowledge, understanding of, and skills required for a career in appropriate sectors of the visual media industry or as an entrepreneur.

Visual communication is a core and powerful element of today's (visual) global world. It is a dynamic process and has to adapt constantly to the needs of the industry, the business world and society.

SMME (small, medium and micro-enterprise) was identified by the South African government as a priority in creating jobs to solve the high unemployment rate in South Africa.

The visual communication needs of SMMEs, however similar to that of large conglomerates, are related to affordability offered by the multi-disciplined visual media communications practitioner within the SMME sector. That is why this program follows a multi-disciplinary approach and crosses borders between related visual arts disciplines: fine arts, visual (graphic) design, photography and multimedia presentations, integrated with professional ethics and professional practice. The multi-disciplinary approach is characterised by each discipline being utilised to work towards discipline-related goals and affording affordable solutions to SMMEs by skilled people at a fraction of the cost of large advertising agencies.

These qualifications, with a multi-disciplinary fundamental base, is the starting point of a career path in one, or more, of the many areas of the visual media industry through structured development and lifelong learning. The multi-disciplinary base allows flexibility and mobility for the student to adjust to the dynamic needs of the industry. Subject knowledge, technical skills acquisition through application, analytical and creative thinking, as well as values and attitudes reflected in the programme form part of the progression of a learner to a competent visual arts practitioner within this framework, thereby contributing to economic activity.

The multi-disciplinary approach in OBET can only be followed when students and lecturers are able to work in a close relationship constantly and that is why student numbers are limited.



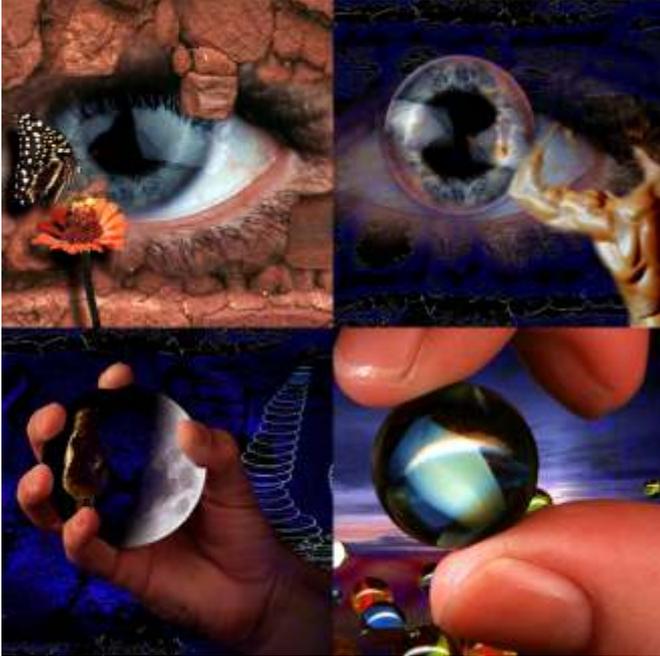
### Advantages

1. Enhances a holistic approach to meeting the needs of a client.
2. Allows effective use of resources.
3. Prevents delay of access to some services.
4. Reduces the number of people to whom a client must relate.
5. Ensures continuity and consistency.



## The recognised purpose of all qualifications is to equip learners with:

1. A thorough grounding in:
  - a. Visual communication, professional practice and ethics based on the needs of the visual media industry and society, as well as entrepreneurial skills.
  - b. Photography theory and application in practice: photo science, the darkroom, photo technique, creative conceptual thinking and managing digital workflow.
  - c. Design: creative and conceptual thinking, the principles and elements of design, relevant software packages, application of elements and principles, creative and conceptual thinking.
  - d. The history of art, design and photography as well as contemporary art, photo and cinematography appreciation in order to see visual arts as a set of related systems.
    - e. Communication in the workplace.
    - f. Self-management and achievement of personal effectiveness in a business environment.
2. To encourage insights into the interactivity between these disciplines, identify common ground, synthesize and integrate and ultimately apply this to the client's needs.
3. Preparation for careers in the visual media industry and related fields, for achieving leadership and to make a contribution to the economy. Of particular importance is subject and industry knowledge, the ability to gather information, evaluate the information with regards to content and context of a particular situation, to evaluate client needs and to address these ethically and with professionalism, as well as the ability to finalise projects within deadlines.
4. Preparation for further education at other institutions for graduates with the appropriate level of achievement in this program, to proceed to a next level of study .



**Duration of Photography Program:** 1 Year Full time

### Purpose of qualification:

This qualification reflects work-based needs of the photography sector and enables students to select relationships and contexts for photography, including the required interpretation, analysis, pre-visualising, conceptualisation and capturing of images. On successful completion of this qualification, a student will be a well-rounded entry-level photographer with a good fundamental knowledge of the photography field, coupled with interpersonal and business skills, preparing for later specialisation in specific photography or related fields. The Qualification therefore provides the student with the flexibility to articulate with the Design, Visual Arts and Craft Industries and other industries where photography can play a major role, such as the Printing and Publishing Industries.



### Career opportunities include:

- Photographers for newspapers and media agencies (e.g. advertising agencies, web site developers, publishers)
- Self-employed freelance photographers and entrepreneurs
- Photo Editors
- Information and science photographers
- Event Photography
- Fashion and glamour
- Fine Art Photography
- Nature, wildlife and travel photography



## Students acquire the following range of skills:

- Interpreting and analysing general principles and concepts of photographic assignments
- Liaising with clients, interpret and analyse briefs and build client relations
- Pre-visualising, conceptualising and analysing approaches according to the given specifications
- Capturing a range of images in multiple genres like fashion, studio, portraiture, wildlife, photojournalism, avant garde and more
- Post-production processing, documenting, managing and archiving
- Developing career opportunities in photography.

## Course content:

The course consists of a core, fundamental and elective component totalling a minimum of 128 credits on the NQF.

## The learning path consists of the following fields of learning:

- Photo Science
- Photo Technique
- Applied photography
- Darkroom & Post-processing
- Audio-Visual Production (introduction)
- Visual Communication
- Photo & Art History
- Professional Practice
- Communication
- Business Studies



## Admission Requirements:

National Senior Certificate with relevant subjects; or Gr Eleven Statement of Results (with pass marks in mathematics and languages)

## Delivery of Program:

The course is offered full time on the VSS College Campus. Students attend classes from Monday to Friday. Formal classes are conducted in the mornings and practical sessions are done in the afternoons. Field trips and excursions form an important part of teaching and learning, as well as student support.



## Equipment Requirements:

1. DSLR camera and lens
2. Laptop, PC or Mac
  - 4 GB of RAM (8 GB recommended)
  - Full HD display
  - Blue tooth for Wi-Fi
  - Software:
    - Adobe Lightroom
    - Adobe Photoshop
    - Microsoft Office
    - PictureTo Exe





## Study Fees:

Study fees for the National Certificate: Photography are R39 000.00 payable strictly as follow:

Confirmation fee: R6 000.00 payable on registration (November – December).

Monthly fee: R3 000.00 per month for eleven months (January until November).

## Fee payment procedures and rules:

The total amount of the Confirmation Fee must be paid immediately once you have been accepted as a student.

Students receive all Handbooks, Study Guides and Mnemonics during the first two weeks of the program.

This includes Handbooks, Study Guides and mnemonics like DVDs, etc.

The monthly fee is payable strictly before or on the last Friday of the month.

## Application Procedure:

1. Do you comply with the requirements?
2. Request an application form from VSS by email: [admission@vsscreative.com](mailto:admission@vsscreative.com)
3. Complete the application form. Make sure you fill in all the fields in this form. Please make sure that the information is correct, truthful and verifiable.
4. Sent your complete application form together with:
  - A copy of your ID
  - A copy of your Matric Certificate or Statement of Results for Grade 11
5. Acknowledgement of receipt of your application will be send to your email address.
6. Applicants who do not meet the full admission requirements, for example with only a Grade 11 statement of results, will be notified in writing that their applications for admission are subject to testing.

## Registration and Commencement Dates:

Orientation Week: 22 - 26 January 2018 daily from 09h00.

Formal Classes start on 29 January 2018 at 09h00.

## Field Trips & Excursions:

Educational excursions do not only provide valuable experiential learning opportunities, but are also fun, spell adventure and certainly form the most enjoyable part of learning.

All excursions are linked to the programme, thereby increasing student knowledge and understanding of visual arts, as well as adding realism to the topic of study. On photography excursions we focus on nature-photography, wildlife- photography, macro-photography and underwater photography, which can obviously not be done in a formal environment. Whereas design excursions focus on cultural aspects and industry related venues and events. This is in line with VSS's mission to provide students with opportunities to compile portfolios of high standard and diversity.

Field trips also provide limitless opportunities for team-building and personal development: Leadership; Teamwork; Self-confidence; Stress management.

Educational excursions are arranged to enhance students' learning by providing opportunities for participation in activities outside the normal college routing. All excursions are well-planned programme based activities aimed at maximising students' learning experiences in different disciplines.

The act of sharing the multi-layered, rich experiences of and educational trip brings together its various strands and allows a certain consolidation of the collective learning that has taken place.

**Excursions and field trips are not included in the course fees and must be paid per excursion/trip.**

## At VSS we don't rehearse life - We live it!

