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STELLENBOSCH**ACADEMY**
OF DESIGN & PHOTOGRAPHY

OUR PROGRAMMES

**PAGE 04 HIGHER CERTIFICATE
IN DRAWING**

1 Year | Full Time | NQF 5

**PAGE 06 HIGHER CERTIFICATE
IN COMMERCIAL
PHOTOGRAPHY**

1 Year | Full Time | NQF 5

**PAGE 08 BACHELOR OF ARTS IN
VISUAL COMMUNICATION**

3 Years | Full Time | NQF 7

**PAGE 16 BACHELOR OF ARTS
HONOURS IN VISUAL
COMMUNICATION**

1 Year | Full Time | NQF 8



WHERE IDEAS HAVE SPACE

Founded in 2003, the Stellenbosch Academy of Design and Photography is a registered and accredited private higher education institution specialising in Visual Communication. Our programmes are built around creative problem solving, critical thinking, and business acumen, equipping students with industry-ready skills and a responsible, future-focused mindset. We believe creativity and critical thinking are powerful tools for shaping a more ethical, sustainable, and socially responsive world.



Students engage with real world briefs and industry exposure, preparing them to co-create the future through informed practice, research, and empathetic engagement. Our teaching develops self-aware graduates who can navigate complex social and cultural contexts with confidence and sensitivity.

Strong theoretical foundations support conceptual thinking, innovation, and impactful Visual Communication, while appropriate technologies enhance collaboration and productivity. Being globally engaged, we remain rooted in and inspired by our African cultural context.



For more information please scan the QR code or visit our website at www.stellenboschacademy.co.za.

OUR MISSION

To produce industry ready graduates with adaptive capacity, who interpret, synthesize and respond to deep contexts using Visual Communication for sustained impact and who contribute to transformative discourses.

At the Academy we are committed to:

- Designing innovative programmes,
- Building extraordinary learning environments, and
- Fostering open networks and partnerships, which enables our graduates to build a successful professional future in Visual Communication.

OUR VISION

The preferred higher education platform in Visual Communication launching world leaders in critical thinking and innovation.



WHAT IS VISUAL COMMUNICATION?

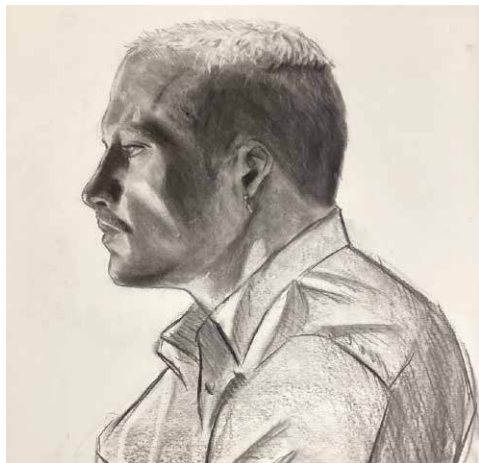
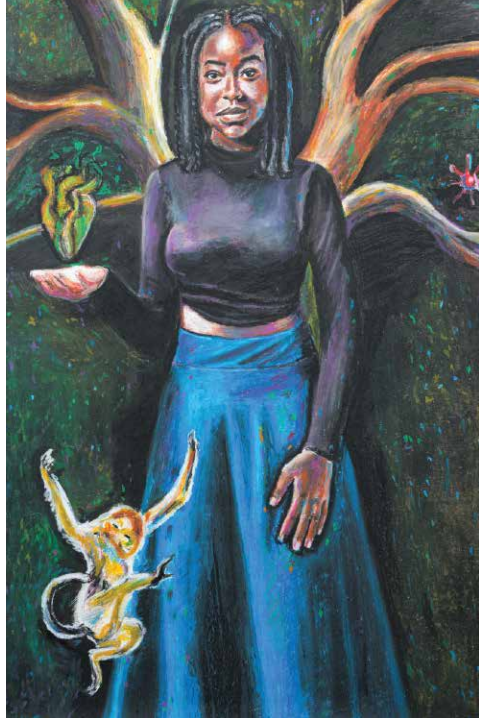
At Stellenbosch Academy of Design and Photography it's about using visual language strategically to communicate meaning, solve problems, and shape how people experience brands, spaces, and stories. It is thinking through making, designing and communicating with intent.

Visual Communication is the practice of conveying ideas, information, and emotion through, typography, photography, illustration, video, layout and composition, colour and materiality, motion and interactive as well as spatial and environmental design.

At Stellenbosch Academy, Visual Communication is rooted in:

- Conceptual thinking
- Strong craft and technical execution
- Critical reflection
- Industry relevance





HIGHER CERTIFICATE IN DRAWING

1 YEAR - FULL TIME - NQF 5

Total Credits: 120 | SAQA ID No: 115465

Drawing is the foundational skill powering every creative industry, from fine art and design to illustration, animation, fashion, and advertising. It is a core visual language for exploring, testing, and communicating ideas.

In one focused year students build essential drawing abilities through intentional observation, structured practice, experimentation, research, and reflection, honing technical discipline, conceptual thinking, and an authentic creative voice. Students gain a competitive portfolio, clear direction, and confidence in transferable skills that unlock further studies or an entry into the creative industry.

WHAT YOU WILL LEARN

This programme balances technical skill and creative thinking through observational drawing, as well as conceptual and experimental approaches. Students are exposed to figure drawing, digital drawing tools, contemporary image-making as well as practice-based research and analysis of existing artists and illustrators.

Students learn to master transferable skills like visual problem-solving, concept ideation, spatial reasoning, portfolio development, research, and critical thinking.

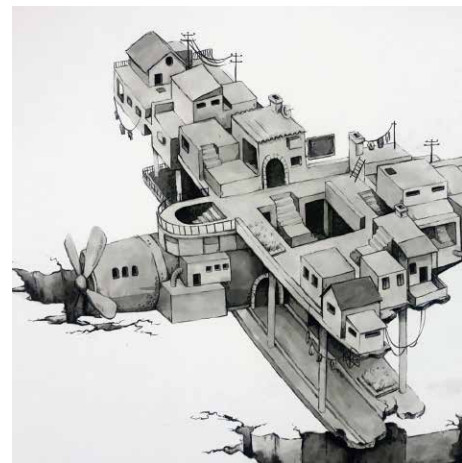
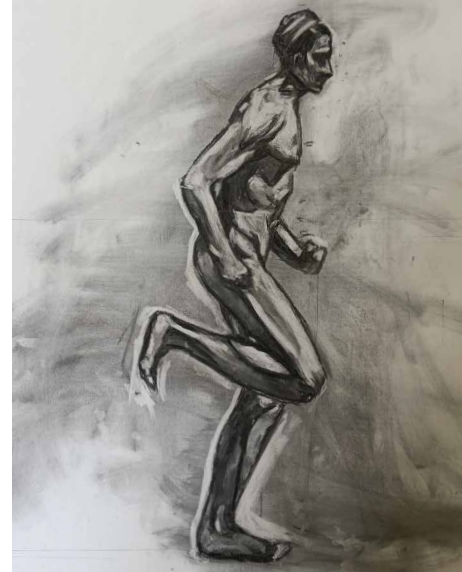
CAREER POSSIBILITIES

The Higher Certificate in Drawing unlocks diverse pathways: where students can advance into Fine Art, Visual Communication Design, Graphic Design, Illustration, Animation, Game Design, Fashion, Photography, or Interior Design.

This qualification can launch early careers through creative studio internships, freelance illustration, commissioned portraiture, tattoo apprenticeships, junior assistant roles, or storyboarding.



Please scan for a detailed subject list
or visit www.stellenboschacademy.co.za





HIGHER CERTIFICATE IN COMMERCIAL PHOTOGRAPHY

1 YEAR - FULL TIME - NQF 5

Total Credits: 125 | SAQA ID No: 96796

Commercial Photography is a practical, industry-focused programme that equips aspiring professionals with the skills to create impactful imagery for clients, brands, and markets.

Over one focused year, students are exposed to photography in portraiture, lifestyle, fashion, product, and videography, emphasising technical excellence, seamless workflows, and real-world practice for digital, online, and print platforms. Graduates leave with high-quality visual content that meets industry standards and launches a career as a confident image maker.

WHAT YOU WILL LEARN

Students develop a strong technical control of photographic equipment, applied shooting skills for commercial use, post-production and workflow competence, as well as gain a good understanding of client-driven production and foundational business skills for working photographers.

Students graduate with a professional portfolio suitable for client presentation or employment opportunities.

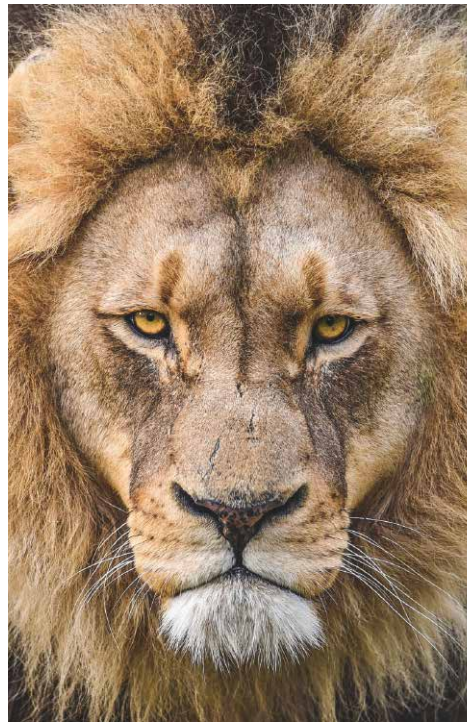
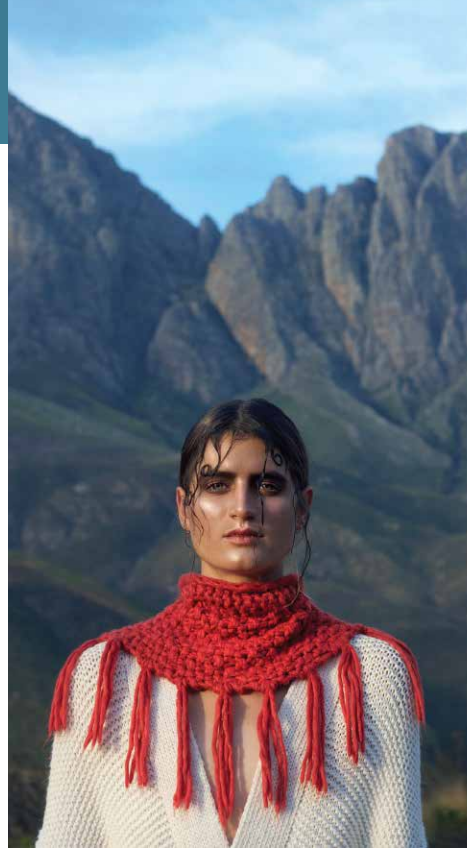
CAREER POSSIBILITIES

Graduates are prepared to enter the industry as practising commercial photographers. They may work independently or within studios, agencies or production environments.

This qualification strengthens existing experience and provides a practical foundation for further study in photography or related creative disciplines.



Please scan for a detailed subject list
or visit www.stellenboschacademy.co.za





BACHELOR OF ARTS IN VISUAL COMMUNICATION

3 YEARS - FULL TIME - NQF 7

Total Credits: 391 | SAQA ID No: 97175

The Bachelor of Arts in Visual Communication is a three-year degree which cultivates bold, critically aware creatives who shape and respond to contemporary visual culture. Our graduates are industry ready and sought after in creative studios and agencies.

The programme is structured to allow students to explore widely before they specialise in a major. It cultivates critical thinkers, creative innovators, reliable researchers, astute strategists, problem solvers, compelling communicators, responsible citizens, and effective negotiators ready to shape the creative industries.



*Please scan for a detailed subject list
or visit www.stellenboschacademy.co.za*

YEAR 01**SEMESTER 1***All 5 majors*VISUAL
COMMUNICATION 1

VISUAL STUDIES 1

MARKETING 1

DISCOURSE 1

COMPUTER DESIGN
PRACTICE 1**SEMESTER 2***Choose two majors*VISUAL
COMMUNICATION 1

VISUAL STUDIES 1

MARKETING 1

DISCOURSE 1

COMPUTER DESIGN
PRACTICE 1**YEAR 02***Choose one major*VISUAL
COMMUNICATION 2

VISUAL STUDIES 2

MARKETING 2

DISCOURSE 2

COMPUTER DESIGN
PRACTICE 2**YEAR 03***Same major as 2nd year*VISUAL
COMMUNICATION 3

VISUAL STUDIES 3

MARKETING / BUSINESS
LEADERSHIP 3

CURRICULUM

FIRST YEAR:

All students start with a practical foundational module. In Visual Communication students are introduced to the core elements and principles of design, integrated with the creative processes that underpin Visual Communication majors.

The Visual Communication majors offered are:

APPLIED ILLUSTRATION DESIGN**ART DIRECTION****GRAPHIC DESIGN****MULTIMEDIA DESIGN STUDIES****PHOTOGRAPHY**

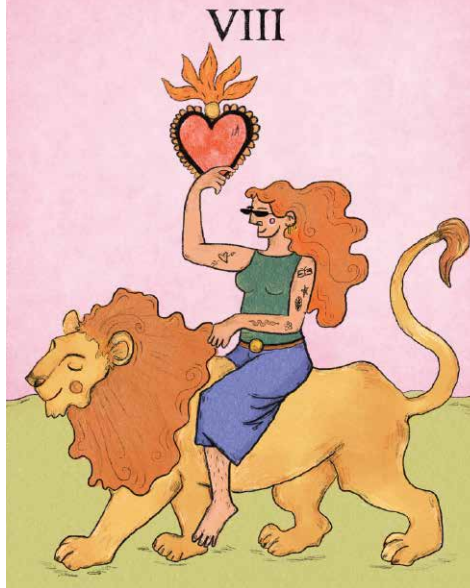
In Semester 2, students choose two of these majors for the remainder of the year.

In addition to the Visual Communication majors, students have a number of compulsory subjects including:

COMPUTER DESIGN PRACTICE**DISCOURSE****MARKETING & BUSINESS LEADERSHIP****VISUAL STUDIES**

SECOND AND THIRD YEAR:

In Second and Third Year, students select one major to refine their unique voice, build deep expertise, and define their Visual Communication style.



MAJOR CHOICE 01

APPLIED ILLUSTRATION DESIGN

Applied Illustration Design explores the creation of visual content that communicates across diverse industries and contexts.

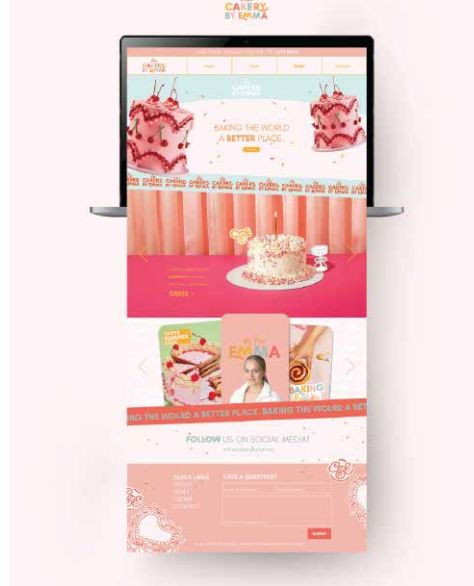
As a specialised field, illustration combines images and text to tell stories, making complex ideas accessible, engaging, and impactful. It has the power to educate, serve, and challenge society.

WHAT YOU WILL LEARN

Students explore a variety of image-making processes, develop meaningful storytelling, and use their imagination to build a strong personal voice. These skills can be applied across visual platforms including picture books, editorial illustration, concept art, animation, and textile and surface design.

CAREER POSSIBILITIES:

This creative foundation opens doors to industries such as publishing, fashion, packaging, and design, supported by skills in drawing, painting, digital illustration, printmaking, photomontage, collage, and illustrated typography.



MAJOR CHOICE 02

ART DIRECTION

From big ideas to integrated campaigns. The creative industry does not just need executors; it needs strategic thinkers who can navigate the complexities of brand identity and consumer behaviour.

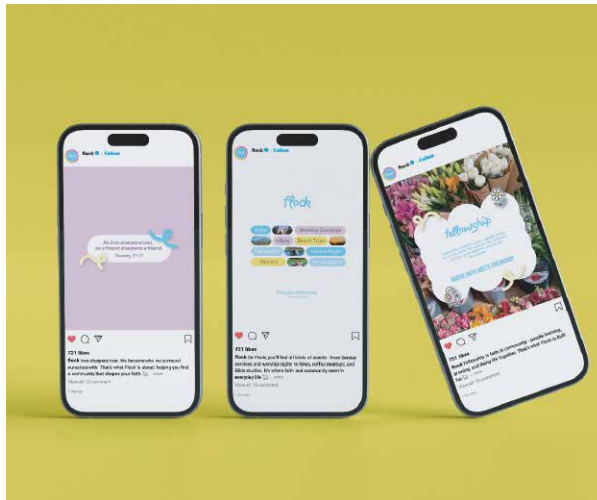
Students graduate with a professional portfolio that serves as an industry "passport," that demonstrates lateral thinking and conceptual authority to define the creative landscape.

WHAT YOU WILL LEARN

Students learn conceptual thinking by transforming creative briefs into "visual hooks" and big ideas that stick as well as crafting narrative arcs with semiotics and sophisticated typography for multi-touchpoint campaigns. This evolves into strategic leadership by planning cohesive visual ecosystems, analysing global campaigns, embracing emerging technologies, and collaborating on real industry briefs, while developing a curator's eye and strategist's mind to ensure integrity from initial sketch to fully integrated execution.

CAREER POSSIBILITIES

Graduates can join advertising agencies, working across campaigns, brand communications, apps, websites, film, print, and PR, designing visual solutions that capture attention and influence behaviour.



MAJOR CHOICE 03

GRAPHIC DESIGN

Graphic Design is the structure of translating ideas into clear, purposeful Visual Communication through the act of making. It sits at the intersection of creativity and strategy, shaping how messages are seen, understood, and experienced across both physical and digital environments.

WHAT YOU WILL LEARN

Students develop a strong foundation in typography, imagery, colour, layout, and form, learning how these elements work together to communicate meaning with clarity and intention. The focus is not only on generating ideas, but on how those ideas are structured, refined, and brought to life through thoughtful design processes.

From printed outcomes such as posters, books, packaging, and publications, to digital applications including screen-based layouts, websites, and social media systems, students learn to create work that people engage with in their everyday lives, creating designs that are both functional and impactful.

CAREER POSSIBILITIES

This broad and practical skill set prepares graduates for a range of professional careers. Opportunities span creative agencies, in-house design teams, freelance practice, and entrepreneurial ventures, with roles in brand identity, packaging, publication and layout design, web and user interface design, advertising, art direction, marketing, and motion graphics.



MAJOR CHOICE 04

MULTIMEDIA DESIGN STUDIES

Multimedia Design Studies is where creativity meets technology. This major prepares forward-thinking designers to shape the digital world through interactive experiences, animation, film, and motion graphics. Students learn to design not just visuals, but experiences.

Multimedia Design Studies equips students with the conceptual, technical, and strategic skills required to succeed in today's evolving creative industries. This trains designers for more than a single role, it develops a designer who can think conceptually, visualise strategically, and translate ideas across various platforms.

WHAT YOU WILL LEARN

Multimedia is grounded in four core pillars: Interactive Media, Animation, Film and Video Production and Motion Graphics. It ensures that every project integrates design thinking, storytelling, technical precision, and user engagement.

CAREER POSSIBILITIES

Graduates become digital creators prepared for diverse and dynamic industries, including user experience (UX) design, user interface (UI) design, app design, digital product design, digital design, interaction design, front-end web design, animator (2D & 3D), motion graphics design, film and video editing, game design, digital content creation, and interactive experience design.





MAJOR CHOICE 05

PHOTOGRAPHY

At the Academy, photography is taught as part of a broader Visual Communication practice, where still and moving image techniques are developed as tools for interpreting, constructing and responding to contemporary communication contexts, using image-making to engage with ideas, audiences and environments.

Photography therefore becomes a responsive and adaptable discipline that intersects with design, media and digital culture.

WHAT YOU WILL LEARN

Students develop both technical confidence and conceptual agility, learning to translate ideas into visual form, understanding how imagery operates across different contexts and platforms.

Rather than working toward predefined outputs, students are encouraged to apply photographic thinking across diverse formats and challenges, leaving with an industry-ready portfolio that can be delivered across various platforms.

CAREER POSSIBILITIES

Graduates guide visual storytelling, engage audiences, and collaborate in creative teams, applying image skills across photography (portraits, fashion, product), brand/social content, photo editing, videography, art direction, multimedia production, agency work, freelancing, and editorial campaigns.



COMPULSARY SUBJECTS

The following compulsory subjects are to be taken together with the selected major:



COMPUTER DESIGN PRACTICE

Computer Design Practice (CDP) aims to equip students with essential technical skills while providing opportunities to develop practical knowledge applicable to their chosen majors. The focus of CDP is to build technical proficiency rather than the aesthetic outcome of the work.

THEORY SUBJECTS: VISUAL STUDIES

Visual Studies explores how history, society, technology, and global events shape visual culture, equipping students with art and design theory, and image analysis skills to create innovative, responsible, industry-standard work.

DISCOURSE (YEAR 1 + 2)

Discourse examines the ideas and debates shaping visual communication, exploring historical/contemporary perspectives, industry connections, and research-driven discussions to build confident, informed voices in the creative field.

MARKETING AND BUSINESS LEADERSHIP

Marketing turns creative ideas into real-world impact, mastering brand-building, consumer psychology, strategic campaigns, and analytical skills to drive measurable value through applied projects.

This pairs with Business Leadership which forges strategic creatives who can blend entrepreneurship with vision, transforming ideas into viable ventures, mastering brand management, financial insight, and data-driven decisions through real-world briefs and industry experience.

BACHELOR OF ARTS: HONOURS IN VISUAL COMMUNICATION

1 YEAR - FULL TIME - NQF 8

Total Credits: 120 / SAQA ID No: 100676

The Bachelor of Arts Honours programme equips creatives to produce an independent, self-directed Visual Communication project. Designed for graduates or career changers, it develops critical thinking, research skills, and advanced creative practice through taught course work, workshops, field trips, and supervised studio practice. This programme develops a personal voice, hones undergraduate skills and equips graduates to enter industry with confidence or start independent career paths.

WHAT YOU WILL LEARN

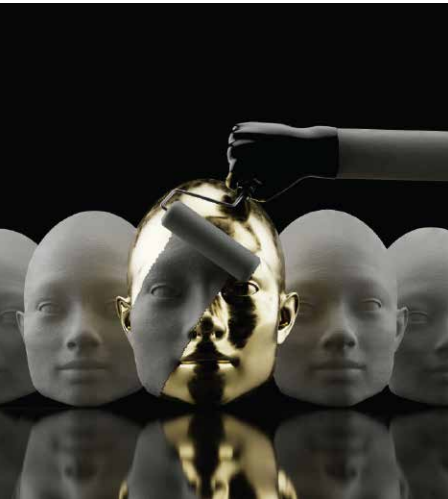
Graduates produce a body of work and thesis presented in an exhibition and an online professional, industry ready portfolio. The programme develops confident, self-directed, collaborative, and research-driven creatives with advanced industry skills.

CAREER POSSIBILITIES

An Honours degree in Visual Communication equips graduates for diverse career opportunities across creative industries such as advertising agencies, design studios, marketing departments, publishing, digital media, and freelance markets.



*Please scan for a detailed subject list
or visit www.stellenboschacademy.co.za*





STUDENT EXPERIENCE

CAMPUS

All programmes are offered from a single campus situated in Stellenbosch, where the mode of instruction is delivered in person. The official language of communication, teaching and learning at the Academy is English to ensure equal access and integration. Students and staff are encouraged to converse in multiple languages as a form of identity and exploration of culture outside of the curriculum.

STUDENT SUPPORT

The Academy strives to offer the highest quality academic support to all students. Apart from the academic support offered by all lecturing staff, the Academy has an on-site Educational Psychologist whose core function is to assist students.

In-depth research is done to understand the learning challenges of students so that the Academy can ensure that all students have inclusive and equal access within their learning experience.

ACADEMIC RESOURCE CENTRE

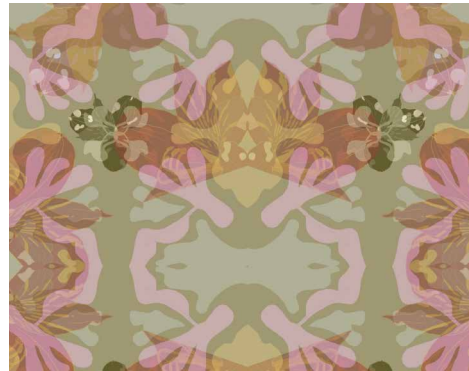
The Academic Resource Centre (ARC) empowers every student to elevate their academic performance through dedicated resources, one-on-one student-led consultations, tutoring, and targeted workshops that build essential skills. Personalised 30–60 minute sessions focus on academic writing, study strategies, and software proficiency, including Adobe and Microsoft programmes, with clear goal setting for meaningful progress.

Voluntary, confidential, and non-judgemental sessions, enables ARC to foster independent learning. Tutors also enhance academy-wide support structures through leadership and policy advocacy, ensuring every student has the tools to thrive.

STUDENT REPRESENTATIVE COUNCIL

The Student Representative Council (SRC) is the student voice of the Academy. Elected by their peers, SRC members champion the needs, ideas, and aspirations of the student body while working closely with leadership to shape a vibrant campus culture.

From social events and inspiring guest speakers to creative workshops and community-driven initiatives, the SRC creates opportunities for students to connect, collaborate, and grow. It is a platform where leadership is developed, friendships are formed, and the student experience is actively co-created.



Please scan to view our student fees
or visit www.stellenboschacademy.co.za



SPACE TO THINK
BEYOND THE ORDINARY
SPACE TO PUSH
ABOVE CONFORMITY

SPACE TO DEFY
THE STATUS QUO
SPACE TO MAKE MISTAKES
LEARN AND GROW

SPACE TO TRUST
IN THE FUEL OF POSITIVITY
SPACE TO POWER THE IMPOSSIBLE
THROUGH CREATIVITY

SPACE TO UNMASK
LAY BARE THE HUMAN TRUTH
SPACE TO QUESTION THE UNASKED
BE CURIOUS FOR THE PROOF

SPACE TO SEEK INSPIRATION
IN AFRICA'S LIVELY, VIVID STREETS
SPACE TO LISTEN TO HER RHYTHMS
HELP DRUM THE WORLD'S BEATS

SPACE TO REDEFINE AND REDESIGN
TO REFRAME AND REALIGN

DARE TO FIND A SPACE
FOR IDEAS TO ROAM
WELCOME TO A SPACE THAT
IMAGINATION CALLS HOME

CONTACT DETAILS

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JOIN OUR CAMPUS DAYS

Visit our website for more information

**All works featured in this brochure, have been created by students during their studies at The Stellenbosch Academy of Design & Photography.*

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