



## Overview

The **FET Certificate in Design Foundation (NQF Level 4)** is aimed at providing a foundation of design, allowing learners to explore different design fields in the creative industries. **Design Foundation** will introduce learners to a number of artistic and professional disciplines that focuses on visual communication and graphic presentations. This will provide the learner with the necessary skills to further their studies with the necessary foundation to follow a career in web design, advertising, book design, poster design etc.

## Features & Benefits

1. This qualification consists of a fundamental, core and extra module. The fundamentals will cover both digital literacy and Microsoft Office to make sure computer literacy foundation is set.
2. Learn how to conceptualize, visualize, design, illustrate and set-up various types of artistic pieces for all media types.
3. Learn the basics of art and design which will include a good working ability to draw and illustrate various artworks, acquire a good working knowledge of graphic design, the history thereof and all the necessary theory and imbedded knowledge to function well as a designer in the industry to set you up for furthering your career in any design discipline.
4. Learn critical industry used software including **Adobe Photoshop, Adobe Illustrator, Microsoft Word, Microsoft PowerPoint, Microsoft Excel.**



5. Get internationally certified as either an **ACA (Adobe Certified Associate) Photoshop CC** or **ACA (Adobe Certified Associate) Illustrator CC** to increase job readiness.



6. Get job ready with our Workplace Preparation module where you will learn how to compile your own personal design portfolio, enhance your CV, handle yourselves in a design job interview, how to be resourceful in job hunting and managing your online reputation.
7. Get industry exposure through our industry contacts and online recruitment portal.
8. Showcase of student work at our annual internal Job Fair for exposure to potential employers as well as the popular Rage Expo or Comicon.
9. Get a free Office 365 Education A1 license, valid for the duration of your studies.



10. Job placement assistance through our industry network and online recruitment portal, exclusively available to **AIE graduates**. Visit [www.recruitgraduates.co.za](http://www.recruitgraduates.co.za) for more.



## Articulation Options

- On successful completion of this qualification, you can articulate into the following:
- Direct access into the National Certificate: Graphic Design (Design Techniques) NQF5.
  - Direct access into the National Certificate: Web and Interactive Media Design NQF5.

## Duration

### Full-Time

- 12 months, 121 credits (10 Sessions/Week, 2:00 hours each, 3 days/week, class times are between 08:30 & 16:00)
- All credits are achieved via your study duration at the academy.

### Part-Time & Online

- **Part Time** = 12 months, 120 credits (2 Hours on Campus session - 1 x Week @ 18:00 / 6 Hours on Campus session - Every 2nd Saturday @ 08:00)
- **Online** = 120 credits (2 Hours Online session - 1 x Week @ 18:00)
- Credits are obtained through a combination of live virtual classes, pre-recorded video lectures and project-based tasks.

*\*Sessions will be grouped to lower cost of traveling, however, in some cases classes may not follow this convention and schedules are subject to change.*

## Mode of Delivery

- Full Time
- Part Time
- Online

## Admission Requirements

- NQF3 or Grade 11 (Competency in the English language & mathematical literacy)

## What you get

This qualification is designed to provide the student with multiple certificates and qualifications, both locally and internationally recognised by industry for maximum employability

On completion the student will earn:

- FET Certificate: Design Foundation (SAQA ID: 49127, NQF Level 4, 141 Credits)
- International certification: ACA (Adobe Certified Associate) Photoshop CC OR ACA (Adobe Certified Associate) Illustrator CC
- Portfolio of Evidence

# Curriculum

## Fundamental Modules

To build a strong structure of knowledge, you need a solid foundation. Modules covered in the Fundamental section will ensure that you start right to finish strong.

- **DL-101:** Digital Literacy
- Digital Literacy Series: Computer Basics
- **DL-102:** Microsoft Office 2016
- Microsoft Word, Excel, PowerPoint.

## Core Modules

Core modules are at the heart of your qualification and where you will be spending most of your study time.

- **RND-101:** Research and Communication
- Foundation Communication
- Effective Research
- **FDS-101:** Foundational Skills
- Mathematical Literacy
- Work and Lifeskills
- **ADT-101:** Art and Drawing Techniques
- **ADT-102:** Design Production and Management
- **DDC-101:** Digital Design and Computer Applications
- Visual Design Using Adobe Photoshop CC
- Graphic Design & Illustration Using Adobe Illustrator

## Extra Modules

Finish off your studies with the extra modules, designed to add additional value to your existing qualifications based on industry requirements.

- **WOP:** Workplace Preparation (On exit only)
- Learn how to compiling your CV, handle yourselves in an interview, how to be resourceful in job hunting and managing your online reputation.

The following software programs will be covered during your studies:

- Adobe Photoshop, Adobe Illustrator, Microsoft Word, Microsoft PowerPoint, Microsoft Excel.



## Career Options

- Junior Graphic Designer
- Logo Designer
- Print Designer
- Web Designer
- Package Designer
- Advertising Designer
- Branding Designer
- User Interface Designer

## Study Kit

Your study kit is included in your fees and will contain:



myAIE Student Portal

- **Free WiFi** (Unlimited, On Campus only).
- HUION H420 Tablet.
- Stationery kit that includes:
  - AIE Pen
  - AIE Ruler
  - Staedler Eraser
  - AIE Pencil Case (15cm)
  - Steel Ruler (30 cm)
  - Derwent 12 piece Artist Pencil
  - A3 Sketchpad
  - AIE Notepad
  - Electronic Study Guides
- **Orientation kit including:** Student Card, Welcome Letter, Getting Started Guide.
- Access to my Academy student portal and student support team via phone, email and tickets.

# Salaries & Skills

## SALARIES (ANNUAL)

