

Dip/BA (Hons) Advertising & Visual Communications (specialisation) : Art Direction / Graphic Media – G1402 (Full Time)

1. Objectives

The programme enables students to acquire skills, knowledge and comprehension for future **Art Directors, Graphic Designers** and **Account Executives**, to produce the best of contemporary advertising. The creative aspects deals through studio work combined with a theoretical, strategic, and historical perspective. Courses draw on the constructs and paradigms of fields such as Marketing Research, Sociology, Psychology and Ethics to enrich and extend the understanding of effective Visual Communication and Advertising concepts. Advertising students are thus able to complement academic studies with professional practice to enhance their career aspirations

2. General Entry Requirements

In accordance with the University of Mauritius General Entry Requirements for admission for Undergraduate Degrees.

3. Programme Requirement

At least Grade C in Art & Design at ‘A’ Level or equivalent qualifications acceptable to the UoM/MGI.

4. Minimum Requirements for Award of Diploma/ Degree

Diploma: 66 credits
Degree: 120 credits

Breakdown as follows:

	Core Modules	Projects	Electives	Total
Diploma:	57	6	3	66
Degree:	96	21	3	120

5. Programme Duration

FULL-TIME

Normal (Years)

Maximum (Years)

Diploma: 2 3
Degree: 4 7

6. Credits Per Year

Maximum 30 credits, Minimum 9 credits, subject to regulation 5 as above.

1 Credit is equal to 30 hours practical or 15 hours of Lecture

Practical modules: 75 hours per semester which include:

15 x 1 hour lecture: 15 hours per semester

15 x 4 hours practical: 60 hours per semester

Theory modules: 45 hours per semester

15 x 3 hours lecture: 45 hours per semester

7. Programme Organisation

The full programme is scheduled over a period of four years. The first two years consist of a general course that equips the students with the core skills and knowledge required for the course.

After completing modules as per requirements, the student will be allowed to proceed to level / year 3.

In the second part of the course the student can make an informed choice between Art Direction/Graphic Media.

Successful completion of the remaining modules at levels/year 3 and 4, leads to the Degree in Digital Arts.

- a) For Diploma/ Degree award, all modules must be cleared.
- b) For a student to proceed to year/level III, he or she must obtain a minimum CPA of 45.

In case this criterion is not met, refer to (c) below.

- c) Students who do not satisfy (b) but have achieved a minimum aggregate of 50% shall qualify for the award of a Diploma after completion of a project of 3 months' duration to the satisfaction of the Board of Examiners. The project will be equivalent to 6 credits in the final assessment.
- d) If a student satisfies (b) but eventually wishes to discontinue studies before completion of Levels/Years 3 or 4, s/he may be awarded a Diploma under special circumstances subject to the completion of a project to the satisfaction of the Board of Examiners.

8. Assessment

- a) Each module carries 100 marks, out of which 30-50% will be from continuous assessment, unless otherwise stated. Continuous assessment for all practical modules only would account for 50% of the overall % marks of the modules.
- b) A practical examination or a two-hour written examination per module will be set at the end of each semester, unless otherwise stated. The duration of a practical examination will range from a minimum of 5 hours to a maximum of 20 hours spread over a maximum of 4 days, depending on the nature of the module.
- c) Continuous assessment will be based on practical and/or written assignments with at least one class test.
- d) For a student to pass a module, a minimum of 30% should be attained in both of Continuous Assessment and Written and/or Practical Examination separately, with an overall total of a minimum of 40% in that module.
- e) Modules carry the weightings of 1, 3 or 5 depending on their status (Introductory, Intermediate or Advanced). Weighting for a particular module is indicated within parentheses in the module code.
- f) All yearly taught practical modules are of 150 hours and carry 6 credits, unless specified otherwise. Modules of 75 hours' duration carry 3 credits. Theory modules are of 45 hours duration and carry 6 credits.

9. List of Modules

MODULE CODE	MODULE NAME	CREDITS
AVC 1011 Y(1)	Drawing and Illustration I	6
AVC 1012 Y(1)	Creative techniques/ Colour theory (2D,3D)	6
AVC 1017 (1)	History of Advertising & Communications	3
AVC1014 Y(1)	Typography	6
AVC1015 Y(1)	Graphic design/Digital production	6
MST 1221 (1)	Mauritian Studies – Overview of History	3
AVC 2011 Y(3)	Drawing and Illustration II	6
AVC 2013 Y(3)	Visual Communications , Branding and Promotion	6
FINA 1017 (3)	Introduction to Art History and Visual Culture Studies	3
AVC 2020 Y(3)	Photography	6
AVC 2016 Y(3)	Principles of Marketing	6
GEM		3
AVC 2000	Project (In case of exit)	6
	Total	60

Specialisation in Art direction

MODULE CODE	MODULE NAME	CREDITS
AVC 3011 Y(5)	Drawing and Illustration III	6
AVC 3013 Y(5)	Art Direction	6
AVC 3015 Y(5)	Digital Interaction and Emerging Technologies	6
AVC 3019 (5)	Advertising and Marketing Research Methods	3
AVC 3000 Y(5)	Project	9
AVC 4001(5)	Internship	3
AVC 4021 Y(5)	Seminar and Presentation	3
AVC 4013 Y(5)	Advertising and Professional Practices	6
FINA 4017Y(5)	Art and visual culture in Mauritius	6
AVC 4000 Y(5)	Full Campaign & Project Report	12
	Total	60

Specialisation in Graphic Media Arts

MODULE CODE	MODULE NAME	CREDITS
AVC 3011 Y(5)	Drawing and Illustration III	6
AVC 3014 Y(5)	Digital production	6
AVC 3016 Y(5)	Web Design And Game Art	6
AVC 3019 (5)	Advertising and Marketing Research Methods	3
AVC 3000 Y(5)	Project	9
AVC 4001(5)	Internship	3
AVC 4021 Y(5)	Seminar and Presentation	3
AVC 4014 Y(5)	Design Management and Professional Practices	6
FINA 4017Y(5)	Art and visual culture in Mauritius	6
AVC 4000 Y(5)	Full Campaign & Project Report	12
	Total	60

10. Programme plan

Year 1

Level I

MODULE CODE	MODULE NAME	HR/WK L+P	CREDITS
AVC 1011 Y(1)	Drawing and Illustration I	1 + 4	6
AVC 1012 Y(1)	Creative techniques/ Color theory (2D,3D)	1 + 4	6
AVC 1017 (1)	History of Advertising and Communications	3 + 0	3
AVC1014 Y(1)	Typography	1 + 4	6
AVC1015 Y(1)	Graphic design/Digital production LAB	1 + 4	6
MST 1221 (1)	Mauritian studies – Overview of History	3 + 0	3

Year 2

Level II

MODULE CODE	MODULE NAME	HR/WK L+P	CREDITS
AVC 2011 Y(3)	Drawing and Illustration II	1 + 4	6
AVC 2013 Y(3)	Visual Communications, Branding & Promotion	1 + 4	6
FINA 1017 (1)	Introduction to Art History and Visual Culture Studies	3 + 0	3
AVC 2020 Y(3)	Photography	1 + 4	6
AVC 2016 Y(3)	Principles of Marketing	3 + 0	6
GEM		3 + 0	3
AVC 2000	PROJECT (In case of exit only)		6

Specialisation in Art direction

Year 3

Level III

MODULE CODE	MODULE NAME	HR/WK L+P	CREDITS
AVC 3011 Y(5)	Drawing and Illustration III	1 + 4	6
AVC 3013 Y(5)	Art Direction	1 + 4	6
AVC 3015 Y(5)	Digital Interaction and Emerging Technologies	1 + 4	6
AVC 3019 (5)	Advertising and Marketing Research Methods	3 + 0	3
AVC 3000 Y(5)	Project		9

Year 4

Level IV

MODULE CODE	MODULE NAME	HR/WK L+P	CREDITS
AVC 4001(5)	Internship		3
AVC 4021 Y(5)	Seminar and Presentation	3 + 0	3
AVC 4013 Y(5)	Advertising and Professional Practices	1 + 4	6
FINA 4017Y(5)	Art and visual culture in Mauritius	3+ 0	6
AVC 4000 Y(5)	Full Campaign & Project Report		12

Specialisation in Graphic Media Arts

Year 3

Level III

MODULE CODE	MODULE NAME	HR/WK L+P	CREDITS
AVC 3011 Y(5)	Drawing and Illustration III	1 + 4	6
AVC 3014 Y (5)	Digital production	1 + 4	6
AVC 3016 Y(5)	Web Design And Game Art	1 + 4	6
AVC 3019 (5)	Advertising and Marketing Research Methods	3 + 0	3
AVC 3000 Y(5)	Project		9

Year 4

Level IV

MODULE CODE	MODULE NAME	HR/WK L+P	CREDITS
AVC 4001(5)	Internship		3
AVC 4021 Y(5)	Seminar and Presentation	3 + 0	3
AVC 4014 Y(5)	Design Management and Professional Practices	1 + 4	6
FINA 4017Y(5)	Art and visual culture in Mauritius	3+ 0	6
AVC 4000 Y(5)	Full Campaign & Project Report		12

