

Dip/BA (Hons) Advertising & Visual Communications – G1402 (Full Time) – AVC (Approval in process)

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 B 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:	60	6		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 24 credits, Minimum 9 credits, subject to regulation 4 as above.

7. Programme Organisation

After completing modules at Levels/Years 1 and 2, students will be allowed to proceed to Level/Year 3. In the second part of the course, the students are channeled to one of the 2 streams: Successful completion of the remaining modules at Levels/Years 3 and 4 leads to the Degree in **Advertising and Visual Communications**.

- a) For Diploma/ Degree award, all modules must be cleared.
- b) Completion of the modules prescribed at Levels/Years 1 and 2 with a CPA of 45 or above qualifies students to proceed to Level/Year 3.
- 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 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 6 hours to a maximum of 20 hours spread over a minimum of 5 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, an overall total of 50% for combined Continuous Assessment and Written Examination components would be required to pass the module, without minimum thresholds within the individual Continuous Assessment and Written Examination components.
- 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) The duration of all yearly taught practical modules is of 150 hours carries 6 credits. Modules of 75 hours duration carry only 3 credits. Theory modules are of 90 hours duration and carries 6 credits.

9. List of Modules

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	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
	Total	60

Specialisation in Art direction

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)	Research Methodology	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)	Dissertation	12
	Total	60

Specialisation in Graphic Media Arts

AVC 3011 Y(5)	Drawing and Illustration III	6
AVC 3013 Y(5)	Digital production	6
AVC 3015 Y(5)	Web Design And Game Art	6
AVC 3019 (5)	Research Methodology	3
AVC 3000 Y(5)	Project	9
AVC 4001(5)	Internship	3
AVC 4021 Y(5)	Seminar and Presentation	3
AVC 4013 Y(5)	Design Management and Professional Practices	6
FINA 4017Y(5)	Art and visual culture in Mauritius	6
AVC 4000 Y(5)	Dissertation	12
	Total	60

10. Programme plan

Year 1

Level I

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/ Colour 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	3 + 0	3

Year 2

Level II

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	3 + 0	3
AVC 2020 Y(3)	Photography	1 + 4	6
AVC 2016 Y(3)	Principles of Marketing	3 + 0	6
GEM			3
AVC (2000)	PROJECT (In case of exit only)		6

Specialization in Art direction

Year 3

Level III

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)	Research Methodology	3 + 0	3
AVC 3000 Y(5)	Project		9

Year 4

Level IV

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)	Dissertation		12

Specialization in Graphic Media Arts

Year 3

Level III

Code	Module Name	Hr/Wk L+P	Credits
AVC 3011 Y(5)	Drawing and Illustration III	1 + 4	6
AVC 3013 Y (5)	Digital production	1 + 4	6
AVC 3015 Y(5)	Web Design And Game Art	1 + 4	6
AVC 3019 (5)	Research Methodology	3 + 0	3
AVC 3000 Y(5)	Project		9

Year 4

Level IV

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)	Design Management and Professional Practices	1 + 4	6
FINA 4017Y(5)	Art and visual culture in Mauritius	3+ 0	6
AVC 4000 Y(5)	Dissertation		12

11. Outline Syllabus

AVC 1011 Y(1) DRAWING FOR ILLUSTRATION I

Observational drawing in various media. Understanding of light and shade, colour, texture and Drawing from life - Full human figure drawing

Assessment:	1. Continuous Assessment	50%
	2. Practical Examination	50%

AVC 1012 Y (1) CREATIVE TECHNIQUES/ COLOR THEORY

Methods and materials used in various processes in Art realization: Painting, printmaking, sculpture. Application of basic principles of 2d and 3-Dimensional forms, through colour theory modelling, casting. Carving and printing

Assessment:	1. Continuous Assessment	50%
	2. Practical Examination	50%

AVC 1017 (1) HISTORY OF ADVERTISING AND COMMUNICATIONS

A historical overview of Advertising from several perspectives.

Pre /post colonial regional Advertising : a critical analysis of the development in local Advertising compared with the forces contributing to the development of the modern Advertising, media; industry developments; and the role of Advertising in society. Build a critical awareness of the rhetoric of Advertising .

Assessment:	1. Continuous Assessment	30%
	2. Written Examination	70%

MST 1221 MAURITIAN STUDIES I Overview of History

This module, after briefly introducing students to the Indian Ocean in pre-colonial times, overviews the development of Mauritius under successive colonial regimes up to 1948.

Assessment:	1. Continuous Assessment	30%
	2. Written Examination	70%

AVC1014 Y (1) TYPOGRAPHY

Basic understanding of the history, language and application of typography. Advertising copy and exploring the ways in which words can be used to deliver a powerful, succinct and strategic design message. Critical role of type in the process of visual communication.

Assessment:	1. Continuous Assessment	50%
	2. Practical Examination	50%

AVC1015 Y(1) GRAPHIC DESIGN/DIGITAL PRODUCTION

The digital revolution impact on creative process in the commercial world, Different support graphic software and application Photoshop, Illustrator, Indesign, Flash etc...and QuarkXpress

Assessment:	1. Continuous Assessment	50%
	2. Practical Examination	50%

FINA 1017 Y (1) INTRODUCTION TO ART HISTORY

Contextualising art and images in a larger visual culture framework through a consideration of the basic concepts of visual communication theory and contemporary visual culture studies.

Assessment:	1. Continuous Assessment	30%
	2. Written Examination	70%

AVC 2011 Y(3) DRAWING AND ILLUSTRATION II

Drawing of human figures in all actions and attitudes. Quick sketches exploring Composition, Style and Technique: Traditional tools as well as digital programmes.

Drawing within a context- Storytelling, Storyboarding: Narrative, Plot, etc...

Assessment:	1. Continuous Assessment	50%
	2. Practical Examination	50%

AVC 2013 Y (3) VISUAL COMMUNICATIONS

Art and Language. Visual Thinking image and Advertising context, and typography

Image and Idea, Narrative and Typography

Introduction to Social and Visual semiotics. Emotional and intellectual reaction to colour, form, imagery.

Visualization and Design/ Corporate Brands / Brand Personality /Corporate Reputation
Image/Identity/Brand Personality.

Assessment:	1. Continuous Assessment	50%
	2. Practical Examination	50%

AVC 2020 Y (3) PHOTOGRAPHY

This module is designed as a survey introduction to photography – Historical background and techniques of photography. The basics of camera. Digital Imaging.

Darkroom techniques: development/printing black & white. Studio Shoot.

Photography as a commercial medium, as applied to Design and Advertising .

Assessment:	1. Continuous Assessment	50%
	2. Examination	
	Theory	20 %
	Practical	30%

AVC 2016 Y (3) PRINCIPLES OF MARKETING

Key marketing principles, aims, techniques and measures are introduced and explored in relation to the marketing consumer interface. The core themes are:

- i. Marketing orientation and practice/The marketing mix/Planning and budgeting/ Marketing Ethics
- ii. Marketing applications of consumer psychology and behaviour/Market research and plan

Assessment:	1. Continuous Assessment	30%
	2. Written Examination	70%

Specialization in Art direction

Levels III & IV

AVC 3011 Y (5) DRAWING and ILLUSTRATION III

Research and experimentation that will enable students to respond imaginatively to communication through Illustration with both 2D, 3D, and 4D communication environments.

Illustration for various fields. Creative, Advertising, Multimedia and Animation and Sketching.

Assessment:	1. Continuous Assessment	50%
	2. Practical Examination	50%

3013 Y (5) ART DIRECTION

Evolution of **Direction of Advertising** . Self-directed practice.

Art directing studio team: Role of the Art director/Designer: from strategy, concept, and development to final production. Visual techniques: traditional and non-traditional.

Advertising as the **Art of Persuasion** - Exploration of consumer behaviour: elements that affect in the manipulation of our consumer habits.

Assessment:	1. Continuous Assessment	50%
	2. Examination	
	Theory	20 %
	Practical	30%

AVC 3015 Y (5) DIGITAL INTERACTION AND EMERGING TECHNOLOGIES

In addition to traditional media, Advertising campaign material for the Internet and other new media. Incorporate the use of online technology and social media. An understanding of what works and what does not, and why in the emerging technologies and design parameters of these new media.

Development of Creative communication skills for new design support Animation, Web design, Game etc...

Assessment:	1. Continuous Assessment	50%
	2. Practical Examination	50%

AVC 3019 (5) RESEARCH METHODOLOGY

Knowledge and understanding of key concepts and methodologies associated with statistics and data analysis and research design in the social sciences.

Distinction of qualitative from quantitative research. Methods and questionnaire design.

Assessment:	1. Continuous Assessment	30%
	2. Written Examination	70%

AVC 3000 PROJECT

Advertising project applying all Creative studio concepts and marketing skills

Students will produce projects for a wide variety of applications. They will be expected to function effectively in an environment that replicates the demands and expectations of the Advertising industry.

Assessment:

1. Mid-year evaluation: 30%
2. Final Project
 - i. Viva Voce: 30%
 - ii. Written work: 40%

AVC 4001 (5) INTERNSHIP

Students will complete a 8-10-weeks work term from May- June-July after Year 3. The school provides support, such as working with business and industry to identify co-op employment opportunities. Students must find their own placements and are encouraged to take career management workshops to develop effective job search skills.

AVC4013 Y (5) ADVERTISING AND PROFESSIONAL PRACTICES

Advertising workplace and Business of Advertising .

Studio practice of knowledge and skills learned to date, Studio team work to develop interpersonal skills and critical thinking skills. Interpreting Data for Advertising . Advertising Management and Advertising campaign.

Social, Regulatory and Ethical dimensions. Regulatory impacts on Advertising , strategies, execution and decision-making.

Assessment:

1. Continuous Assessment 50%
2. Examination
 - Theory 20 %
 - Practical 30%

FINA 4017 Y (5) ART AND VISUAL CULTURE IN MAURITIUS

Historical overview of visual culture in Mauritius: A study of the existing range of images produced in the local context and their relationship with global socio-historical flows.

- Assessment:
1. Continuous Assessment: 30%
 2. Written Examination: 70%

AVC 4021 Y (5) SEMINAR AND PRESENTATION

Advertising requires the sale of convincing ideas. Presentation techniques/ Persuasive presentation skills to communicate key message(s) and ideas.

The physical and theoretical components of public speaking. Team work to organize seminars. Build client relationships and gain their confidence. Prepare presentations.

- Assessment:
1. Continuous Assessment 50%
 2. Practical Examination 50%

20. AVC 4000 Y (5) DISSERTATION

At the end of year 4 of the programme, students should submit a dissertation of 8,000- 10,000 words through research (that may include visual documentation) on a topic approved by the Department. The dissertation should be done under the supervision of an academic staff appointed by the Department.

The dissertation should be submitted not later than the last working day of March

Assessment:

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|-------------------------|-----|
| 1. Mid-year evaluation: | 30% |
| 2. Final Project | |
| Viva Voce: | 30% |
| Written work: | 40% |

Specialization in Graphic Media Arts

Levels III & IV

AVC 3011 Y (5) DRAWING and ILLUSTRATION III

Research and experimentation that will enable to respond imaginatively to communication through Illustration with both 2D, 3D, and 4D communication environments.
Illustration for various fields. Creative, Advertising, Multimedia and Animation and Sketching.

Assessment:	1. Continuous Assessment	50%
	2. Practical Examination	50%

3013 Y (5) DIGITAL PRODUCTION

Digital Publishing for Multiple Applications. Design for print production, Prepress activity, Printing Techniques and Processes Dual-use publications for conventional print and tablet/mobile devices. Interactive elaborate designs of publications that employ video, animation, and interactive graphics.

Assessment:	1. Continuous Assessment	50%
	2. Examination	
	Theory	20 %
	Practical	30%

AVC 3015 Y (5) WEB DESIGN AND GAME ART

Fundamentals of Web, Design, Programming, Scripting, and Usability.

Strong foundation in Web design, Graphical User Interface (GUI) and Web page structure. Topics include: Project management, Web-programming concepts such as HTML, jQuery, AJAX, JavaScript, PHP and CSS... **Game Design:** Learn aspects of game development from visual storytelling to 3D modelling, texturing, lighting, rigging and animation, to audio, user interface and game level design.

Assessment:	1. Continuous Assessment	50%
	2. Practical Examination	50%

AVC 3019 (5) RESEARCH METHODOLOGY

Knowledge and understanding of key concepts and methodologies associated with statistics and data analysis and research design in the social sciences.

Distinction of qualitative from quantitative research. Methods and questionnaire design.

Assessment:	1. Continuous Assessment	30%
	2. Written Examination	70%

AVC 3000 PROJECT

Design project applying all Creative studio concepts and skills

Students will produce projects for a wide variety of applications. They will be expected to function effectively in a demanding and competitive market.

Assessment:	1. Mid-year evaluation	30%
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- | | |
|------------------|-----|
| 2. Final Project | |
| i. Viva Voce | 30% |
| ii. Written work | 40% |

AVC 4001 (5) INTERNSHIP

Students will complete a 8-10-week work term from May- June-July after Year 3. The school provides support, such as working with business and industry to identify co-op employment opportunities. Students must find their own placements and are encouraged to take career management workshops to develop effective job search skills.

AVC4013 Y (5) DESIGN MANAGEMENT AND PROFESSIONAL PRACTICES

Graphics marketing coordination to create, design and organize graphics representations that visually communicate data. Set up marketing pitches, create catalogs, display products and ability to show the consumer what you are offering.

Social, Regulatory and Ethical dimensions. Regulatory impacts on Design strategies, execution and decision-making.

Assessment:

- | | |
|--------------------------|------|
| 1. Continuous Assessment | 50% |
| 2. Examination | |
| Theory | 20 % |
| Practical | 30% |

FINA 4017 Y (5) ART AND VISUAL CULTURE IN MAURITIUS

Historical overview of visual culture in Mauritius: A study of the existing range of images produced in the local context and their relationship with global socio-historical flows.

- Assessment:
- | | |
|---------------------------|-----|
| 1. Continuous Assessment: | 30% |
| 2. Written Examination: | 70% |

AVC. 4021 Y(5) SEMINAR & PRESENTATION

Graphics marketing requires the sale of convincing ideas. Presentation techniques/ Persuasive presentation skills to communicate key message(s) and ideas.

The physical and theoretical components of public speaking. Team work to organize seminars. Build client relationships and gain confidence. Prepare presentations.

- Assessment:
- | | |
|--------------------------|-----|
| 1. Continuous Assessment | 50% |
| 2. Practical Examination | 50% |

20. AVC 4000 Y (5) DISSERTATION

At the end of year 4 of the programme, a dissertation of 8,000- 10,000 words through research (that may include visual documentation) on a topic approved by the Department.

Assessment:

- | | |
|-------------------------|-----|
| 1. Mid-year evaluation: | 30% |
| 2. Final Project | |
| Viva Voce: | 30% |
| Written work: | 40% |

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