

friends of design
Academy
of **Digital**
Arts —

PROSPECTUS

TWENTY-TWENTY

ACADEMY OF DIGITAL ARTS

MISSION STATEMENTS

It is the mission of Academy of Digital Arts to provide:



Intense, comprehensive and competitively-priced full-time digital training for busy professionals, school leavers and students alike, who want to update their digital skills and/or learn new design techniques together with like-minded people. To provide practical training that can be immediately applied in the work environment, by professionals and for professionals.



We are committed to the achievement of the objectives of the NQF, which are to:

- Create an integrated national framework for learning achievements;
- Facilitate access to, and mobility and progression within, education, training and career paths;
- Enhance the quality of education and training;
- Accelerate the redress of past unfair discrimination in education, training and employment opportunities; and thereby contribute to the full personal development of each learner and the social and economic development of the nation at large.

We further aim to create:

- Custom designed practical (Skills) training programmes for the development of Desktop Publishers through formal Studentships;
- Training resource content research and development services aimed at providing competence acquisition learning programmes and material as may be identified through training and development needs analysis or diagnostic assessments.
- A comprehensive assessment instrument development service to perform diagnostic and formative assessments for Organisationals in order to validate needs and competence and to provide guidance and structure for individual Student & organisation development strategies and training by working within the context of the National Sectoral and Local Contexts

CREDENTIALS

LEGAL STATUS

Academy of Digital Arts is registered with the Department of Higher Education and Training as a private higher education institution in terms of section 54(1)(c) of the Higher Education Act, (Act No 101 of 1997), and Regulation 16(4) (a) of the Regulations for the Registration of Private Higher Education Institutions, 2002, Certificate no 2010 HE07/014. ADA's full-time programmes are accredited with the Council on Higher Education and are registered on the National Qualifications Framework found on the website of the South African Qualifications Authority (SAQA)

Academy of Digital Arts - is a Pty Ltd Company, with registration number 2009/014115/07.

BBBEE

Academy of Digital Arts has a status of Level Four (100%) Contributor to BBBEE, which means our clients are able to claim 100% of their spend as part of their Preferential Procurement.

APPLE & ADOBE

Academy of Digital Arts is an Apple® and Adobe® Authorised Training Centre (AATC) in the global Adobe Solutions Network.

OUR STAFF - FULL TIME

KAY TOELLE, LL.M., MBA

Managing Director,
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Head of academics,
Student support
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Head of Web
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KATE HILSON

Head of Graphic Design
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DOMINIC ROBERTS

Registrar: Part-time,
Head of Skills Programs
dominic@ada.ac.za

ANDREW AVVAKOUMIDES

Head of Concept Art
andrew@ada.ac.za

OUR STAFF - LECTURERS

FULL -TIME

ANDREW BARKLEY

Master of Arts
University of the Free State

ANDREW AVVAKOUMIDES

Higher Diploma -
London College of Arts

KERRY HUGILL

BA Visual Communications,
Major in Graphic Design,
Illustration and English,
Stellenbosch University

KATE HILSON

Degree in Informatics and
Design: Graphic Design, CPUT,
Currently completing her
Masters Degree

PART -TIME

LEE-ANNE DAVIDS

Higher Certificate in Game,
Academy of Digital Arts

CARL BINNEMAN

Game Engine Scripting
Specialist, Carvin Interactive

PIERRE MARQUA

Diploma in Marketing
Management, IMM Marketing
Institute

AMBER PITCHER

Higher Certificates in
Graphics, Web and Game,
Academy of Digital Arts

JAMIE ASHTON

Part-time lecturer and course
development. M.Ed, University
of British Columbia

DOMINIC ROBERTS

Bachelor of Technology in
Graphic Design, NMU

FULL TIME ACCREDITED PROGRAMMES

Academy of Digital Arts is registered to offer the following higher education programmes on their Cape Town campus:

PRINT & PUBLISHING DESIGN

1 YEAR HIGHER CERTIFICATE, NQF 5; 152 CREDITS; SAQA: 85248

- Scamping techniques
- History of Desktop Publishing & Typography
- Conceptualisation Techniques
- Raster Image Editing & Manipulation
- Layout Design Principles & Techniques
- Brochure & Editorial Design
- Vector Illustration Principles & Techniques
- CI Design & Cross Media Publishing
- Designing for Tablets & Mobile Devices
- Printed Portfolio Book Project

WEB PUBLISHING & INTERACTIVE MEDIA

1 YEAR HIGHER CERTIFICATE, NQF 5; 152 CREDITS; SAQA: 88182

- Conceptualisation Techniques
- Interactive Screen Design Theory
- 2D Animation, Sound Editing & Motion Theory
- HTML5 and Responsive Design
- Game Design Theory
- Electronic Book Publishing & ePubs
- Web Technologies 2: WordPress
- Motion Graphics 1: Animation, Compositing & VFX
- Motion Graphics 2: Video & Post Production
- Interactive Web based Portfolio & Showreel

GAME GRAPHICS & MULTIMEDIA ENTERTAINMENT

1 YEAR HIGHER CERTIFICATE, NQF 5; 152 CREDITS; SAQA: 93930

- Game Theory
- 3D Modeling
- Game Design Concepts
- Scripting
- Creating InGame Assets
- Unity 3D
- Interface Design
- Prototyping Games
- Level Design
- Final Exam Project

CONCEPT ART

1 YEAR HIGHER CERTIFICATE, NQF 5; 120 CREDITS; SAQA: 112250

- Concept Art Theory & Conceptual Skills
- Drawing and Anatomy Skills
- Digital Painting Techniques
- Perspective Drawing & Construction
- Visual Development Skills
- Asset Design Principles & Techniques
- Creature & Character Design Principles
- Environment Design Principles & Techniques
- Campaign Based Final Project
- End of Year Portfolio

CAREER OPPORTUNITIES

Receiving training in digital design will open up a new world of career possibilities, such as working as part of a creative team in advertising, web or new media agencies, or as freelance designers or consultants.

Academy of Digital Arts believes that it is critical for all visual designers to remain on the cutting-edge of new technology in order to maximise their marketability, not to mention their creativity, and to expose their clients to new media possibilities.

In today's world, designers are required to blend artistic ability with problem solving in order to produce visually compelling graphic solutions that will inform, persuade and entertain people. The full time studies on offer will provide you with a thorough training in all aspects of preparing digital graphics for the real world.

Our cutting edge courses encompass the traditional fields of Graphic Design, Web Design & Publishing, Video Production and Motion Graphics, and new fields such as Conceptual Art, Game Design and Technology, AR/VR and Electronic Publishing for Tablets and Mobile Devices.

All of the programme training modules include an introductory overview of the tool used, and, most importantly, the familiarisation with the work flows involved with that particular tool and its integration into the general design process. In addition, each technical training module is accompanied by a number of practical projects which give you a wealth of opportunity to explore your newly learned skills and present your concepts and ideas for scrutiny and assessment. It may sound daunting, but presentation skills will stand you in very good stead when you are out there, defending your ideas and learning from constructive criticism. In fact, this process closely adheres to the production process you would implement in the real world.

ENROLMENT PROCESS

4 SIMPLE STEPS TO ENROL

01 **STEP 1 - GET THE FORM**

Download and complete the enrolment application as well as submission requirements from the Full Time Courses section of the website. Alternatively call us on 021 300 0298 and we will have the forms emailed to you. The application form and details are also included in the back of this prospectus.

02 **STEP 2 - SELECT THE PAYMENT**

Choose from:

- Full Upfront Payment (Discount options)
- Bi-Annual Payments
- 11 Monthly Payments

03 **STEP 3 - SR CERTIFICATE & ID**

Return the completed form along with a certified copy of your Grade 12 Senior Certificate (or an equivalent NQF4-qualification) and a certified copy of your I.D or Passport. Certified copies should not be older than 6 months. Current grade 12 students, please submit your latest school results.

04 **STEP 4 - HAND DELIVER, POST OR EMAIL TO:**

Email your fully completed application to: info@ada.ac.za

You can also hand deliver or post your application to our campus.

ACADEMIC CALENDAR 2020

Print & Publishing Design

WEEK	DATES	MODULE	DESCRIPTION
1 - 4	02 Jan - 28 Jan		Staff Returns Part Time Courses start
5	27 Jan - 31 Jan		Orientation (29 Jan - 31 Jan)
6 - 8	03 Feb - 21 Feb	INTRODTP	Design Theory Understanding the History of Design. Applying creative thinking techniques. Research and essay writing.
9 - 11	24 Feb - 13 Mar	INTRODTP	Hand Rendering & Type Appreciation Practical applications and Hand rendering - font and logo design
12	21 Mar		Human Rights Day: 21 March
12-13	16 Mar - 27 Mar	ILL	Branding Understand the principles of branding in order to practically brand a product or service. Fundamentals of brand development.
14 - 18	30 Mar - 01 May	ILL	Vector Illustration Develop illustrative skills through the use of tools and techniques to create digital illustrations. Easter Friday: 19 April, Easter Monday: 22 April, Freedom Day: 27 April, Workers Day: 01 May
15	10 Apr		Easter Friday
16	13 Apr		Easter Monday
18	27 Apr - 01 May		Youth Day: 27 Apr / Workers Day: 1 May
19	04 May - 08 May		Term Break
20 - 24	11 May - 12 Jun	RIE	Raster Image Editing Creating artworks from a blank canvas, photo manipulation and retouching, combining multiple images to creating special effects.
25 - 30	15 Jun - 24 Jul	IND	Layout Design Principles Fundamentals of design for: Layout Design, Editorial Design and Typography. Learn the fundamentals of composition and layout.
31 - 32	27 Jul - 07 Aug		Term Break
33 - 35	10 Aug - 28 Aug	FA	Finish Art & Packaging Fundamentals of Finish Art & Packaging: Intro to print finishes and creating Die-lines. Learn and understand how to get artwork ready for print.
36	31 Aug - 04 Sep	FP	Elective Briefing Briefing and Presentation of Elective Project. Self-driven practical project exploring a particular area of design.

37 - 38	07 Sep - 18 Sep	PP	Professional Practice Fundamentals of: Business of Design & Professional Conduct Theory based module covering quotes, invoicing and copyrighting. Visiting Industry speakers. Heritage Day: 24 September
39	21 Sep - 25 Sep		Term Break
40 - 43	28 Sep - 23 Oct	CM	Live Project Use of all knowledge to produce a series of designs that promotes a clients campaign. Fundamentals of: Campaign Design, Digital Design
45 - 48	02 Nov - 27 Nov	FP	Final Portfolio Final Summative - Portfolio and Elective Project Submit Final Portfolio: Wed 25 Nov, Grad Showcase: Thursday 26 Nov

Web Publishing & Interactive Media

WEEK	DATES	MODULE	DESCRIPTION
1 - 4	03 Jan - 24 Jan		Staff Returns Part Time Courses start
5	27 Jan - 31 Jan		Orientation (29 Jan - 31 Jan)
6 - 7	03 Feb - 14 Feb		Conceptualisation and Design Fundamentals
8 - 12	17 Feb - 20 Mar	ISD (UI)	Integrated Screen Design, User Interface Design (UX, UI, Sketch)
12	16 Mar - 20 Mar		Human Rights Day: 21 Mar
13 - 17	23 Mar - 24 Apr	WEBTECH01	HTML & CSS Easter Friday: 10 Apr, Easter Monday: 13 April
18	27 Apr - 01 May		Term Break Youth Day: 27 Apr, Workers Day: 01 May
19 - 23	04 May - 05 Jun	WEBTECH01	Responsive
24 - 29	08 Jun - 17 Jul	INTECH	JavaScript Youth Day: 16 Jun
32 - 34	03 Aug - 17 Aug	MOTO	Motion Graphics
35 - 39	24 Aug - 25 Sep	WEBTECH02	Wordpress Heritage Day: 24 Sep
40	28 Sep - 02 Oct		Term Break
41 - 44	12 Oct - 30 Oct	FPP	Film Production Processes (Adobe Premier Pro)
45 - 48	02 Nov - 27 Nov	DIGIPOINT	Final Digiport Submit Final Portfolio: Wed 25 Nov, Graduation Showcase 26 Nov

Game Graphics & Multimedia Entertainment

WEEK	DATES	MODULE	DESCRIPTION
1 - 4	30 Dec -24 Jan		Staff Returns Part Time Courses start
5	27 Jan - 31 Jan		Orientation (29 Jan - 31 Jan)
6	03 Feb - 07 Feb	Game Theory	Introduction Game Design Theory
7	10 Feb - 14 Feb	Game Graphics	Introduction Game Graphics
8	17 Feb - 21 Feb	Game Technology	Introduction Game Technology
9	24 Feb - 28 Feb	Game Scripting	Introduction Game Scripting
10 - 11	02 Mar - 13 Mar	Game Graphics	3D Modelling Basics
12 - 13	16 Mar -27 Mar	Game Scripting	Scripting Basics Human Rights Day: 21 March
14 - 15	30 Mar - 10 Apr	Game Technology	Game Engine Basics Easter Friday: 10 April
16 - 18	13 Apr - 01 May		Term Break Easter Monday: 13 April, Youth Day: 27 April, Workers Day: 1 May
19	04 May - 08 May	Game Technology	Game Engine Basics
20 - 21	11 May - 22 May	Game Theory	Game Mechanism Design Game Content Design
22 - 23	25 May - 05 Jun	Game Graphics	Rigging & Animation
24 - 25	08 Jun - 19 Jun	Game Scripting	Physics Scripting
26 - 27	22 Jun - 10 Jul	Game Technology	2D Game Development
29	13 Jul - 17 Jul		Term Break
30 - 31	20 Jul - 31 Jul	Game Graphics	Sculpting and Retopology
32 - 33	03 Aug - 14 Aug	Game Scripting	Scripting & Game Optimisation
34	17 Aug - 21 Aug	Game Graphics	Creating In-Game Assets
35 - 36	24 Aug - 04 Sep	Game Theory	Conceptualising & Pitching Game Design Documentation
37 - 39	07 Sep - 25 Sep	Game Technology	Prototype Development
40 - 41	28 Sep - 09 Oct	Final Project	Research
42 - 48	12 Oct - 27 Nov	Final Project	Practical Project Submit Final Portfolio: Wed 25 Nov, Graduation Showcase 26 Nov

Concept Art

WEEK	DATES	MODULE	DESCRIPTION
1 - 4	30 Dec - 24 Jan		Staff Returns Part Time Courses start
5	27 Jan - 31 Jan		Orientation (29 Jan - 31 Jan)
6	03 Feb - 07 Feb	TCS	Theory & Conceptual Skills Pt 1
7 - 10	10 Feb - 06 Mar	PRS	Perspective
11 - 13	09 Mar - 27 Mar	DRA	Drawing and Anatomy Human Rights Day: 21 March
14 - 16	30 Mar - 17 Apr	DGP	Digital Painting Easter Friday: 10 Apr, Easter Monday: 13 April
17	20 Apr - 24 Apr		Term Break Workers Day: 1 May
18	27 Apr - 01 May	TCS	Theory & Conceptual Skills Pt 2 Youth Day: 27 April
19 - 23	04 May - 05 Jun	IND	Industrial Design
24 - 26	08 Jun - 12 Jun	CCD	Character and Creature Design
27 - 28	29 Jun - 10 Jul		Term Break
29 - 30	13 Jul - 24 Jul	CDD	Character and Creature Design
31 - 35	27 Jul - 28 Aug	ENV	Environment Design
36 - 27	31 Aug - 11 Sep	VDV	Visual Development
38	14 Sep - 18 Sep		Term Break
39 - 40	21 Sep - 02 Oct	VDV	Visual Development
41 - 36	05 Oct - 13 Nov	FPR	Final Project
47 - 48	16 Nov - 27 Nov	PRT	Portfolio Submit Final Portfolio: Wed 25 Nov, Graduation Showcase 26 Nov

LANGUAGE POLICY

All training is delivered in English, so written and spoken fluency in English is key to your understanding of the course material. Academy of Digital Arts is committed to promoting accessibility for all higher education learners and to redressing the results of past discrimination. Academy of Digital Arts shall, in all its endeavors, promote multilingualism and the development of multilingualism, especially with regard to the predominant regional languages. The official language policy of Academy of Digital Arts is based on mutual tolerance and respect amongst all cultural groups, and should be as apolitical as possible.

MODE OF DELIVERY

All our Higher Certificate offerings are delivered full-time in contact mode.

WHAT DO YOU GET AT THE END OF STUDIES?

Students registered for any of ADA's Higher Educational programmes must complete and pass all modules to attain the corresponding credits allocated. Students who successfully achieved all the minimum exit level requirements as specified for the course qualify to be formally awarded the accredited qualification. Certificates are awarded at a graduation ceremony held annually in February or March. Certificates can not be awarded for incomplete qualifications.

- 1 Year Higher Certificate in Print and Publishing Design
- 1 Year Higher Certificate in Web Publishing and Interactive Media
- 1 Year Higher Certificate in Game Graphics and Multimedia Entertainment
- 1 Year Higher Certificate in Concept Art

In addition to achieving a professional portfolio of work and a set of technical skills, you will also achieve a nationally recognised and accredited qualification accompanied by credits that can be articulated into further studies. Our Higher Certificate Courses provide you with 152 / 120 credits per course, as confirmed by the Council of Higher Education (CHE) and as listed on the SAQA. These accumulated credits may be transferred to similar creative courses on NQF level 5. Additionally, you could vertically articulate your studies into an advanced certificate, diploma or degree at another institute of Higher Education / University, dependent on their CAT policy.

ADMISSION POLICY

The minimum requirement for admission to a higher education institution from 1 January 2010 is the National Senior Certificate or the National Certificate (Vocational) as determined by the Minister of Higher Education and Training in the Minimum Admission Requirements for Higher Certificate, Diploma and Bachelor's Degree Programmes requiring a National Senior Certificate (Government Gazette No. 32131 of May 2008 and the Minimum Admission Requirements for Higher Certificate, Diploma and Bachelor's Degree Programmes requiring a National Certificate (Vocational) (Government Gazette No. 32743, of November 2009).

Academy of Digital Arts has a RPL policy recognizes all forms of prior learning and provide alternative access to its qualifications via RPL. RPL application and assessment information and procedures are available at school and determined by the Head of Academics, Heads of departments and external RPL assessors. The academy also follows its accepted Credit Accumulation and Transfer policy, and considers applications for both RPL and CAT according to the policies of the CHE and SAQA.

COURSE ADMISSION

Our specific programme requirements are as follows:

1 Year Higher Certificate in Print and Publishing Design:
Grade 12 Qualification or equivalent

1 Year Higher Certificate in Web Publishing and Interactive Media:
Grade 12 with understanding and basic skills in Print Design

1 Year Higher Certificate in Game Graphics and Multimedia Entertainment:
Grade 12 with math and computer literacy, photoshop skills recommended

1 Year Higher Certificate in Concept Art
Grade 12 or equivalent, art and photoshop skills recommended

ASSESSMENTS AND ACADEMIC ACHIEVEMENTS

Assessments take place throughout the year, and we use a variety of formative – and summative assessment types, based on applicable real-life scenarios.

Formative assessments evaluate a learner's basic understanding of the building blocks of the module. During Summative assessment, which typically happens at the completion of a module or subject, your achieved learning is evaluated and compared against the learning programme's standards and outcomes. Summative assessment usually contributes a higher weighting towards your course total.

Assessment types include practical projects, research tasks, class discussions, research projects and essays, group work, theoretical tests and final portfolio presentations. Productive lecturer and peer feedback on all these tasks provides students with a continuing measure of their progress, and assists in their preparation for final summative assessments.

These assignments are of a practical outcomes-based nature and theoretical knowledge is tested in various ways dependent on the programme. All modules are compulsory and marks are recorded in transcripts provided at the end of each semester.

Assignments are developed and presented as follows:

Programme Content, Programme Brief, Project Reviews, Project Hand-in with Presentation format and (dependent on assignment) a document hand-in to rationale outcomes.

All assessment and modules' pass rates are 50%. Please note that when a student gets between 40-49% for an assignment, they may apply for a paid resubmission, depending that an attendance of 80% has been achieved for the subject / module. A repeat fee is required. Assignments and

modules can only be repeated once.

A final Portfolio (Digital and/ or Hardcopy) will be assessed at the end of the year and is the summative assessment for the programme and its purpose is to evaluate your overall understanding of the tools and its applications in the programme.

Each Module is weighted according to content and has a credit bearing which accumulates to 152 / 120 total credits achieved at the end of successfully completing the learning programme. These accumulated credits can be horizontally articulated into other similar creative courses on NQF level 5. Additionally, you could vertically articulate your studies to an advanced to a cognate Diploma or Degree programme.

A minimum of 80% attendance must be maintained across all modules and coursework. We only accept valid medical certificates as an excuse for absenteeism. Any student falling below the required 80% attendance may not be allowed to complete the summative assessments and final portfolios.

SCHEDULE OF COURSE FEES

Registration Fee	ZAR 3000
Annual course fee	ZAR 76800.00

The annual course fee will be the annual course fee of the first year tuition as a base and will be increased by the percentage equal to the yearly Consumer Price Index (Inflation) figure of November the preceding year as given by the Reserve Bank of South Africa. The same payment methods with the equivalent discounts as set out in points one and two above are applicable.

DISCOUNTS (T'S & C'S APPLY)

Full amount for the year before 12 January 2019	5%
Two equal installments first installment by 12 January 2019, second installment by 03 June 2019	2%
11 monthly installments per year Installments starting in February and ending in December. ONLY payable by debit order.	---

COURSE FEE REFUNDS

Please refer to the enrolment form for specifications on course fee refunds.

STUDENT FINANCIAL AID: THE ADA DISTINGUISHED TALENT SCHOLARSHIP

Academy of Digital Arts is committed to nurturing your potential. If you have the potential to shine as a visual communicator, the “Distinguished Talent Scholarship” programme is for you. We offer one scholarship per year to a talented individual.

One scholarship per year & per course is awarded to the candidate who most impresses us with their creative work and shows drive and initiative to make full use of their potential. If you are a creative, talented, imaginative, and colour, imagery and typography are all music to your ears, then be sure to submit your application today, and stand the chance to win the financial aid you need to afford an education in this field. With such immense talent to nurture, the last thing you need to worry about is funding!

THE ENROLMENT

01 APPLICATION

Fill out the “Distinguished Talent” Scholarship Application form, with your name and contact details.

02 ARTWORK

Prepare 8-12 Artworks created in any medium and that you consider to be your best work. Only electronic versions of your work will be admissible. Pieces may be submitted as high quality photographs burnt onto DVD or published in an online gallery on the world wide web.

03 SHORT ESSAY

Prepare a motivational essay, incorporating answers to five given questions.

04 CONTACT DETAILS

Please provide us with your contact details. The Scholarship covers your monthly tuition fee only and excludes additional costs for materials required for drawing modules, presentations and printing.

Note: The Bursary covers your monthly tuition fee only and excludes additional costs for materials required for drawing modules, presentations and printing.

WHAT OTHERS HAVE TO SAY ABOUT US

Studying at Academy of Digital Arts is like being part of a secret society, where they teach you how to “hack the system”. I can't believe people actually get paid to design and live out their creativity in this way. I highly recommend ADA to anyone interested in a career in design.

Rona Lochner
Print & Web Design Student

Academy of Digital Arts stands out as a forward thinking, innovative force in Higher Education that enables students to propel into a creative future. Academy of Digital Arts has added tremendous value to the community by generously sharing their knowledge, creativity and expertise, as well as empowering their students to focus on real-world projects.

Dr. Elizabeth Barclay

ADA 'aka' School of Digital Wizardry. An infectious ethos of creative exploration where tutors and learners are more like creative peers. I learned more in my one year at ADA with industry standard lessons and complimented practical projects. This compared to the prior 2-3 years of attempted self-teaching and research for game design and development. True to its name; I have also made incredible bonds with amazing individuals that I now call my friends.

Lee Ann Davids
Game Design Student

Being one of the students who applied straight out of high school, I have no regrets about my decision. I love it here at Academy of Digital Arts! The lecturers are all lovely, the location is amazing, and the coffee is delicious. I am amazed at how far I have come as a Designer in such a short time, and all the opportunities I have received thanks to the college.

Amber Pitcher
Print & Web Design Student

During my year with you, there was not a day that went by that I wasn't learning or challenged in a new way.

All of the modules were well structured, enjoyable, informative and well supported by lecturers. I have grown immensely as a Game Designer, and, as I move into the professional field, intend to be an outstanding ambassador for Academy of Digital Arts.

Ethan Trueman
Game Design Student

STUDENT SUPPORT SERVICES

The academy has the following support services in place for students:

01 RESOURCES

- Student Library and Digital Resource Centre
- 3 x large studios
- 1 x Mac or PC with latest software for each student
- Canteen with refreshments
- Meeting Space / Communal Area
- Printing & Photocopying facilities
- Internet facilities
- Internal Server system for sharing of digital files
- Moodle-based student LMS system
- At-risk student support program

02 STAFF SUPPORT

- Admin- and registration support - Tandiwe Sautare
- Academic support - lecturers, HOD's and academic head
- IT Support – Jurgen Linde
- General and individual support: academic head
- HE and College policy and procedure support: Academic Management Committee

CODE OF CONDUCT

* Please refer to the comprehensive ADA Code of conduct policy document, containing the Academy's comprehensive behavioural code of conduct, policies and procedures.

01 COURSE WORK

- ADA places a high value on academic honesty during any type of assessment. Students must ensure that the evidence that they submit for assessment is their own and/or that they acknowledge the work of others appropriately.
- Exercises and projects are to be entirely the student's own original work except where agreed to by the lecturers. The Academy deals harshly with cases of plagiarism, which may lead to expulsion from the Institute.
- When a deadline is set for the submission of an exercise or project, students are advised of this at the time of the briefing, and as stated on the project brief. Penalties will apply for late submission and work will not be accepted three days after the expiry of the deadline.
- Student work which is on display in the School may not be removed without permission. The School reserves the right to use student work for promotional and marketing purposes.

02 ATTENDANCE

- Lectures are daily from 8:30am to 12:30pm or 13:00 to 17:00, Monday to Friday through out the year, excluding Public Holidays and Academy or Semester breaks.
- Students are required to be in class no less than 5 minutes before the commencement of the lecture, to avoid interruptions.
- Late-comers should notify Reception in advance, but will still be marked absent.
- Persistent tardiness will be addressed by the academic head.
- Performance is also based on attendance at lectures. All students are expected to attend at least 80% of lecture sessions each year and to be present for the full duration of each session.
- If a student leave the class session without permission, they will be marked absent for the day.
- A student's performance and class participation will be taken into account when work is assessed.
- Absenteeism due to illness requires a valid medical certificate. In any event, a phone call is expected to be made to Reception on the day of being absent.
- On occasions, extra-mural visits or talks by external industry specialists may have to be scheduled outside normal lecture hours and may occur outside of the campus premises. Students will be advised timeously about these events and must make the necessary arrangements for attendance.
- Students are required to attend all course-relevant on-campus talks, workshops, industry briefing sessions and lectures by external course experts. It is recommended that students participate in other School activities such as social events, networking days, student exhibitions and graduation ceremonies.
- No provision is made for students to bring visitors to the campus during lecture sessions. Visitors outside of class time will require the school director permission in advance.

03

NON-DISCRIMINATION AND DISABILITY POLICY *

- Academy of Digital Arts Academy is committed to not discriminate to any individual which is involved at the institute on the basis of race, gender, disability or any other individual or social construct. We adhere to a formal policy outlining the non-discrimination towards all our students and staff; a policy on the equity of staff; and a policy on the nondiscrimination based on health issues including psychological wellness and HIV. We also have a policy outlining how any incidents in this regard will be handled.
- These policies and procedures are communicated to all parties involved at the institute during induction, and in our student- and staff guides. All enrolled students furthermore sign a declaration that they understand and agree to this code of conduct on the non-discrimination based on race and gender.

* Please refer to the comprehensive ADA Code of conduct policy document, containing the Academy's comprehensive behavioural code of conduct, policies and procedures.

IT AND COMPUTER FACILITIES

The ADA IT and facilities policies apply to all registered students of Academy of Digital Arts. It is the policy of Academy of Digital Arts to maintain an environment that promotes ethical and responsible conduct in all online network activities by staff and students. Refer to the ADA Code of Conduct for the comprehensive rules in this regard.

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APPROPRIATE USE OF COMPUTING FACILITIES

Academy of Digital Arts maintains computing and networking facilities for the purpose of conducting and fostering the teaching, research and administration activities of the School. This policy is designed to ensure the proper use of computing facilities consistent with the general principles that govern our academic community. To maximize the usefulness of Computer Facilities, Academy of Digital Arts provides access in the most open manner permitted by the owners or providers of the Computing Facilities. Additional policies may govern the use of particular resources.

In this policy, the term, 'Computer Facilities', is defined to include computers, computer networks, connections to external computer networks, and subscriptions to external computer services. Licensed Software" collectively refers to copyrighted and proprietary programs, data and documentation. The failure of any Computer Facility to prevent unauthorized use of that Computer Facility does not relieve an individual of the responsibility of obtaining authorization prior to his or her use of the Computer Facility.

The following activities involving use of Computer Facilities are prohibited:

- Transmitting unsolicited information which contains obscene, indecent, lewd or lascivious material or other material which explicitly or implicitly refers to sexual conduct.
- Transmitting unsolicited information which contains profane language or panders to bigotry, sexism, or other forms of discrimination.
- Transmitting information which threatens bodily harm or which intimidates another person or organisation.
- Communicating any information concerning any password, identifying code, personal identification number or other confidential information without the permission of its owner or the controlling authority of the Computer Facility to which it belongs.
- Creating, modifying, executing or retransmitting any computer program or instructions intended to gain unauthorized access to, or make unauthorized use of, a Computer Facility or Licensed Software.
- Creating, modifying, executing or retransmitting any computer program or instructions intended to obscure the true identity of the sender of electronic mail or electronic messages, collectively referred to as "Messages", including, but not limited to, forgery of Messages and/or alteration of system and/or user data used to identify the sender of Messages.
- Accessing or intentionally destroying software in a Computer Facility without the permission of the owner of such software or the controlling authority of the Facility.
- Making unauthorized copies of Licensed Software.
- Communicating any credit card number or other financial account number without the permission of its owner.
- Effecting or receiving unauthorized electronic transfer of funds.
- Violating any laws or participating in the commission or furtherance of any crime or other unlawful or improper purpose.
- Using the Computer Facilities in a manner inconsistent with the School's contractual obligations to suppliers of Computer Facilities or with any published School policy.
- Using the Computer Facilities for commercial purposes.
- Violating the provisions of copyright, particularly on software, data and publications
- Broadcasting email messages indiscriminately to all users of a computing facility. The broadcast of messages concerning the use of a facility by the manager of a facility is a specific exception

MAILING LISTS

Potential subscribers to electronic mailing lists are responsible for determining the purpose of the list before subscribing. Persons subscribing to an electronic mailing list will be viewed as having solicited materials delivered by the list as long as the material is consistent with the list's purpose. Persons sending materials to a mailing list, which are not consistent with the purpose of the mailing list, will be viewed as having sent unsolicited materials.

USE OF EXTERNAL COMPUTER FACILITIES

- Use of external Computer Facilities is permitted for the purposes of teaching, research and administration.
- Use of Academy of Digital Arts Computing Facilities for commercial purposes is expressly prohibited.

EXCEPTIONS

Academy of Digital Arts may approve exceptions, but these must be formally applied to.

B **POLICY AND RULES ON INTERNET AND EMAIL USE**

1.1. The laws on employment relationship and on electronic communications, and the doctrine of vicarious liability curtail risk for the School in that we allow our members (i.e. our staff and our students) access to the internet. The policy and rules that follow are intended -

- to manage this risk; and
- to guide members of the School, and others who have access to it, as to what is acceptable.

1.2. We proceed from the following accepted points of departure -

- this policy and these rules recognize the constitutional right to privacy;
- nobody may use a Academy of Digital Arts facility for excessive private or personal purposes.
- Use for personal or private work purposes is a privilege not a right and it follows that it may be withdrawn.

1.3. Policy and rules: privacy and access to electronic records

- Academy of Digital Arts reserves the right to interrogate electronic records held by Academy of Digital Arts, for good cause shown, or without a court order or summons, or in compliance with a request for a copy of a record made under the Promotion of Access to Information Act.

GENERAL POLICY AND RULES ON INTERNET USE

The following policies and rules on internet use do not in any way derogate from the imperative that staff and students play their part in ensuring that they not do anything, or cause anything to be done that would jeopardize the integrity of the School's systems, and their use to support the School's work.

1.1. The computer equipment and resources provided by the School to its staff, students and associates remain School property at all times, including equipment acquired by the School from research funding and research contract funding;

1.2. Private use of such equipment or resources is permitted to the extent that-

- It is not excessive;
- It is not for personal gain unless prior written permission has been obtained, and unless payment is made for the use;
- If by a staff member it does not interfere with the performance of his or her duties as a staff member;
- It does not expose the School to any legal liability; and
- It does not impair the rights of other members of the School community.

1.3. The School retains the right to monitor traffic on all data lines owned or leased by the School;

1.4. The School reserves the right to restrict or otherwise control the use of any of the to internet protocols (This right to restrict may include the right to set a limit on individual usage by volume for undergraduate students, postgraduate students and staff);

1.5. Any act of publication by means of any internet protocol expressing a personal opinion must where relevant reflect this fact;

1.6. The following practices are prohibited-

- Viewing, storing, downloading or forwarding images, moving images, sound files texts or recordings that are sexually explicit or sexually suggestive, racist, harassing, intimidating or defamatory, except where this is both legal and there is demonstrable academic need to access or distribute such content;
- Hacking in any form, including gaining or attempting to gain access to restricted resources either inside or outside of the School's computer network;
- Impersonating another user or another person;
- Damaging or deleting files of another user;
- Obtaining without authorization the access codes and/or passwords of another user;
- Software piracy, or other infringement of intellectual property rights in digital content;
- The sending, whether on the internal email system or externally, of bulk unsolicited mail, commercial advertising of other businesses, mail-flooding, or excessive cross postings on newsgroups (called spam);
- The use of any computer resource to promote any business or enterprise, except that of the School, unless such use is explicitly permitted by an agreement between
- Issuing of unsolicited email to indicate or gain support for any religious or political purposes.
- Connecting a modem to the School telephone network without authorization from the School Director;
- Use of a PC connected to the Schools network without running virus detection software.
- Staff and students alike have a duty not to load the School's internet connection with unnecessary private traffic.
- Violations of this policy will be handled in accordance with procedures established for staff or student discipline.

CLIABILITY

Academy of Digital Arts makes no warranties (expressed or implied) with respect to the Academy of Digital Arts network service, and it specifically assumes no responsibilities for:

- The content of any advice or information received by a user outside of the Academy of Digital Arts network, or any costs or charges incurred as a result of seeing or accepting such advice;
- Any costs, liability or damages caused by the way the user chooses to use his/her Academy of Digital Arts network access;
- Any consequences of service interruptions or changes, even if these disruptions arise from circumstances under the control of Academy of Digital Arts. The Academy of Digital Arts network is provided on an “as is” available basis.

DCONSEQUENCES OF VIOLATING THIS POLICY

Academy of Digital Arts retains the right to unilaterally remove any user or computer infringing this policy from its networks. Any user who does not comply with the above policy may lose network privileges for a period of not less than one week. Repeated or severe infractions of the policy may result in termination of access privileges permanently. Infractions may also result in appropriate disciplinary action in addition to suspension or termination of access privileges. Unauthorized use of the network, intentional deletion or damage to files and data belonging to other users, or copyright violations may be termed theft.

PART TIME EVENING COURSES

Academy of Digital Arts offers basic to intermediate to non NQF- aligned part-time training in web, print and motion graphics for aspiring digital designers. These short courses are modular and run back to back throughout the year. You have the choice to take individual courses, or enter training at the start of any chosen module or stack them to build up a strong set of skills.

Courses are typically 3 to 4 weeks in duration and packed with interesting theory, software training and practical projects to get you started in your chosen direction. In addition, all practical projects are designed specifically to add value to your personal design portfolio, which is an essential tool for landing your first job in this field.

GRAPHICS

Id Adobe® InDesign Essential Skills
4 Weeks

Ps Adobe® Photoshop Essential Skills
4 Weeks

Ai Adobe® Illustrator Essential Skills
4 Weeks

 DTP Package
3 Months

FILM

Pr Adobe® Premiere Pro
4 Weeks

Ae Adobe® AfterEffects
5 Weeks

SPECIALISED

 Concept Art
5 Weeks

 3D Modelling & Animation
6 Weeks

 Photography Workshop
2 Days

WEB

 UX Design
4 Weeks

 Sketch & UI Design
3 Weeks

 HTML5/CSS3 & Responsive
6 Weeks

 JavaScript
5 Weeks

 WordPress
4 Weeks

 Web Fundamentals Package
13 Weeks

 Front-end Package
18 Weeks

 Full Web Package
22 Weeks

For more info please visit www.ada.ac.za/short-courses

CUSTOMISED COURSES

The digital world is constantly changing, with new techniques, tools and tech becoming available on a regular basis. It's a tough sector to stay up-to-date in at the best of times, and when you're trying to run a business, that can be even more challenging.

To help companies stay at the top of their game, Academy of Digital Arts offers customisable business-to-business training packages. We'll pay you a visit, help uncover any possible knowledge gaps and create a course specifically for your needs.

Whether it's polishing up on the latest version of your core creative software, or learning new skills like App Development, your team can look forward to dynamic course content delivered by world-class instructors that will leave them up-to-date and motivated to implement their new skills.

For more info please visit www.adaprofessionalco.za

FULL TIME COURSES 2020 - CONTRACT OF ENROLMENT

A COURSE DETAILS

I wish to enrol in the following course/s: (Please tick the appropriate boxes)

1 Year Higher Certificate in Graphic Design (Print Design & Publishing - SAQA ID 85248)

1 Year Higher Certificate in Web Design & Development (Web Publishing & Interactive Media - SAQA ID 88182)

1 Year Higher Certificate in Game & Interactive Media Development (SAQA ID 93930)

1 Year Higher Certificate in Concept Art (SAQ ID 112250)

The enrolment fee for 2020 includes a 1 year licence for the Adobe Master Collection, renewable annually.

B STUDENT DETAILS

First Name/s

Surname

ID Number

Date of Birth

Nationality

Home Language

Telephone Number

Cellphone Number

Email Address

Postal Address

Code

Province

Residential Address

Code

Province

C PARENT/GUARDIAN/NEXT OF KIN/SPOUSE 1 DETAILS

First Name/s

Surname

ID Number

Date of Birth

Telephone Number

Cellphone Number

Email Address

Postal Address

Code

Province

Residential Address

Code

Province

C PARENT/GUARDIAN/NEXT OF KIN/SPOUSE 2 DETAILS

First Name/s

Surname

ID Number

Date of Birth

Telephone Number

Cellphone Number

Email Address

Postal Address

Code

Province

Residential Address

Code

Province

D ACCOUNT PAYER DETAILS

First Name

Surname

Residential Address

Code

Province

Telephone Number

Cellphone Number

Email Address

Postal Address

Code

As Account Payer, please keep me up to date on this student's progress, mid year and final results.

Email Address for Updates

Signature of Course Participant

Signature of Account Payer

E TERMS AND CONDITIONS OF ENROLMENT AT ACADEMY OF DIGITAL ARTS

By acceptance to Academy of Digital Arts and where the Student has entered upon studies at Academy of Digital Arts pursuant to the contract entered into between him/ her and Academy of Digital Arts, the Student, lawful guardian and/or sponsor shall, together with the Student, be liable jointly and severally for the due fulfillment of all terms of the Contract of Enrolment. The student, lawful guardian and/or sponsor are herein collectively referred to as the "Student".

1 GENERAL

1.1 The Student will comply with all the rules and regulations of Academy of Digital Arts as may be laid down from time to time with the intent and purpose of entering the highest possible academic standard and the best creative results from the whole student body.

1.2 A minimum of 15 Students is required for the course to commence.

1.3 The Students hereto accept that Academy of Digital Arts shall have the right to vary the course syllabus at any time, without prior notification and without furnishing reasons therefore. Academy of Digital Arts shall further have the right to alter timetables and course commencement dates where necessary;

1.4 Please note that, unfortunately, the Academy of Digital Arts campus does not currently have wheelchair access.

2 STUDENT FEES

2.1 The annual course fee is set out in the Schedule of Fees attached hereto and

2.2 The Student can choose the method of payment as set out in the Schedule of Fees attached hereto.

2.3 A non-refundable enrollment fee of ZAR 3000 is required to reserve the seat for the studies. In case of completion of the course enrolled

in, the amount of ZAR 2500 of the aforementioned enrollment fee is paid towards the annual course fee and the remaining amount of ZAR 500 is used as a general admin fee.

- 2.4 In the event a student chooses to enroll for more than one one-year programme the annual course fee of the year of the first programme enrolled in is applicable as course fee for the following year(s), subject to completion of all programmes enrolled in. In the event of non-completion of the programmes enrolled in, the general course fee of the year of study as set out in the Schedule of Fees for the year of non-completion of the programme is applicable as the basis for the calculation of the Cancellation fee as set out in Section 3.5 and 3.6 below as if the student hadn't enrolled for more than one one-year programme.
- 2.5 A student is required to achieve 152 credits in order to be awarded the Higher Certificate qualification. In the event a student fails an assignment with an outcome of 40-49% and has achieved 80% attendance for the module or fails one or more module(s) he/she needs to apply for a paid resubmission or repeat the module(s) with the fees below for the account of the account payer in order for the student to acquire the missing credits:
- Resubmission: R150 for formative assessments
 - Resubmission: R200 for summatives
 - Repeat Module Registration/Administration fee: R3000 (once off)
Please note: The R3000 is n/a to current 2019 students.
 - Repeat 2-3 week failed module: R2700 per repeat module
 - Repeat 4+ week failed module: R4000 per repeat module
- 2.6 In the event of any fees due by a Student being unpaid on due date, the full balance of such fees remaining unpaid shall become immediately due and payable and interest shall be charged by Academy of Digital Arts on the amount due from due date of payment at a rate of 2% per month or part thereof, or alternatively at the maximum rate of interest permissible by law, calculated from the date of due payment to the date of actual payment.
- 2.7 In the event of any fees due by a Student being unpaid on due date Academy of Digital Arts reserves the right to suspend the training for the Student in arrears with the payment. The suspension of the training does not affect this Contract of Enrolment and particularly not the Student's obligation to payment of the tuition fees due.
- 2.8 In the event of any fees due by a Student being unpaid and after a letter of final demand for payment and the Student remaining in breach of his/her obligation to payment of the tuition fees despite seven (7) days written notice of the breach then, and notwithstanding anything

- to the contrary contained herein, Academy of Digital Arts shall be entitled to cancel this Contract of Enrolment and to terminate the Student's registration as a Student of Academy of Digital Arts. In the event of such cancellation and without prejudice to any further claim for damages that Academy of Digital Arts may have Academy of Digital Arts shall be entitled to retain all monies paid in terms of this Contract of Enrolment and to claim payment from the Student for the balance of tuition fees due.
- 2.9 A statement of account reflecting the amount due by the Student is hereby agreed to be prima facie evidence of the amount due and to support an Application for Summary Judgment by Academy of Digital Arts against the Student. Academy of Digital Arts reserves the right to cede the collection of fees to a finance house or any other institution.
- 2.10 In the event of any proceedings being instituted by Academy of Digital Arts against the Student then, by the signature hereto, the Student consents, in terms of Section 45(1) of Magistrate's Court Act No 32 of 1994, as amended from time to time, to any proceedings which may be instituted in the Magistrate's Court which has jurisdiction in terms of Section 28(1) of the Magistrate's Court, as so amended, notwithstanding the amount of the claim.
- 2.11 The student shall be liable for all legal costs and charges on an attorney and client scale incurred by Academy of Digital Arts, as well as all tracing costs, collection costs, and any other disbursements which are incurred in recovering monies which may at any time be owed by the Student to Academy of Digital Arts.
- 2.12 Students will not receive reports, certificates or exam results unless account is paid up in full.
- 2.13 No reservation is confirmed until the enrolment fee is paid in full.
- 3 CANCELLATIONS AND "NO-SHOWS"**
- 3.1 If a course is cancelled by Academy of Digital Arts registered Students will be offered to transfer to another course or given a full refund. Academy of Digital Arts shall not be liable for any other consequential loss.
- 3.2 Cancellation of registration by a Student must be made in writing or by email at least 10 working days before the course starts. A full refund of the course fees will be made, less the non-refundable enrolment fee of ZAR 3000 as set out in Section 2.3. above.
- 3.3 Should a Student fail to cancel less than 10 working days before the

course starts or fail to arrive for the course, he or she shall not be entitled to claim any reimbursement and the full course fee plus the general administration fee of ZAR 500 as set out in Section 2.3. above will be charged.

3.4 In the event of a Student desiring to terminate studies, for any reason whatsoever, the cancellation must be made in writing to Academy of Digital Arts with a 20 days notice period and the student shall be liable to pay the reasonable cancellation costs which Academy of Digital Arts has determined to be reasonable at 80% (eighty percent) of the annual course fee charged which the student and the account payer hereby agree to by his/her signature. However, at the discretion of Academy of Digital Arts, and subject to the parties reaching agreement on the relevant terms and conditions, full tuition value may be given instead, within the same academic year, to the student or (at the election of the student) a member of his/her immediate family. Any student shall only be entitled to cancel under this clause up until the 30th of June of the year of registration. No cancellation will be accepted after the 30th of June.

3.5 In the event a student is enrolled in more than one one-year programme and cancels his/her studies after the 1st or 2nd year of the studies, the reasonable cancellation costs of 80% as per Section 3.5 above are calculated on the basis of the general course fees for the year of cancellation as set out in the Schedule of Fees as if the student hadn't enrolled for more than one one-year programme.

3.6 The Student's failure to attend lectures for whatever reason shall in no way entitle him/her to a reduction in fees, nor will it absolve him/her or the other Students to this document from full liability for the payment of fees and other charges.

3.7 Academy of Digital Arts shall have the right at its sole discretion, to cancel tuition in any course or subject initially advertised and offered, on the basis of insufficient demand. Academy of Digital Arts further reserves the right to combine classes of a similar academic level and content.

3.8 In the event that Academy of Digital Arts is certain that a student will not be able to gather the minimum credits required to award the certificate for the programme, Academy of Digital Arts may cancel the Contract of Enrolment with the student. In such an event the student may be entitled to a refund of 30% of the remaining study fees for the year, which are calculated pro rata from the date of the cancellation of the Contract of Enrolment.

4 INDEMNIFICATION

4.1 The Student hereby indemnifies Academy of Digital Arts against any

risk, loss or damage of whatsoever nature or kind arising out of any claim, which may be preferred against Academy of Digital Arts as a result of any happening of whatsoever nature or kind which may take place on the premises of Academy of Digital Arts, or in connection with the affairs and activities of Academy of Digital Arts in which the Student takes part. Neither Academy of Digital Arts nor any official employee or representative of Academy of Digital Arts acting in his/her capacity as such shall be liable for any damage arising out of the death, bodily harm, loss of health or illness of any Student howsoever caused.

4.2 Furthermore the Student hereby holds Academy of Digital Arts free from any claim of whatsoever nature or kind arising out of any loss or damage which may be suffered by the Student whilst on the premises of Academy of Digital Arts or in connection with the activities of Academy of Digital Arts, arising from any cause whatsoever. Neither Academy of Digital Arts nor any official employee or representative of Academy of Digital Arts acting in his/her capacity as such shall be liable for any damage to any property owned by or in the custody of any Student, howsoever caused.

4.3 The Student hereby indemnifies Academy of Digital Arts against any claim made against Academy of Digital Arts in respect of any damages arising out of the fault of the Student.

4.4 The Student shall be responsible to pay for all damage or loss caused by the Student to any property of Academy of Digital Arts or any other person lawfully on the premises of Academy of Digital Arts.

4.5 The Student accepts that any productions, including film, video, sound tracks, writings, recordings or any other products emanating from Student endeavours during any course at Academy of Digital Arts, shall vest in Academy of Digital Arts to whom all copyrights and ownership therein shall belong and without whose written permission no use may be made for broadcast or any other purpose.

5 NON VARIATION CLAUSE

5.1 No warranty or representation express or implied or variation of this Contract of Enrolment shall affect the terms hereof unless such warranty of such representation or variation shall be reduced to writing under the hands of the parties hereto.

5.2 The terms of this Contract of Enrolment shall novate, cancel and supersede the terms and conditions of all prior negotiations, documents, letter or verbal communications between the parties hereto with the intent and purpose that the terms and conditions

hereof shall be deemed to constitute the sole memorial of the Contract of Enrolment between the parties.

5.3 If any provision of the Contract of Enrolment is or becomes illegal, invalid or unenforceable, such provision shall be severed and the remaining provisions shall continue unaffected.

F SCHEDULE OF FEES

- The annual course fee for the year 2020 is ZAR 76800.00
 - A non-refundable enrollment fee of ZAR 3000 is required to reserve the seat for the studies.
Please note: ZAR 500 of this enrolment fee is retained as a general admin fee, while ZAR 2500 will be allocated towards your course fees. In the case of upfront payments, ZAR 2500, as well as the discount, will be deducted from your upfront total. In the case of debit order payments, ZAR 2500 is deducted upfront from your your full fees to get the monthly installment amount/figure.
- 1.1. Early Bird - R65000 - Pay enrolment fee by 30 August 2019.
 - 1.2. Full amount for the year before 12 January 2020 (5% discount).
 - 1.3. Full amount for the year before 12 January 2020, and receive a free iPad mini.
 - 1.4. Two equal installments (2% discount), first installment by 12 January 2020, second installment by 03 June 2020.
 - 1.5. 11 monthly installments per year, starting in February and ending in December.
Installments are payable ONLY by debit order.

G DECLARATIONS OF INTENTION

I,

a. Name of Student

b. Name of Account Payer

confirm that upon acceptance of this Contract of Enrolment I shall be bound by the Terms and Conditions as set out herein, the content of which I have read and understood;

select the following payment option for the payment of all scheduled fees in terms of the Schedule of Fees, which forms part of this contract.

Payment in Full

Payment in Full with iPad mini

2 Equal Payments

11 Monthly Payments

Early Bird

Place

Date

Signature of Course Participant

Signature of Account Payer

Acceptance

For and on behalf of Academy of Digital Arts

Date

MONTHLY DEBIT ORDER FORM

FROM

Name of Student

Name of Debtor

Email

Address

Code

BANK DETAILS

Account Holder's Name

Bank

Branch Name and Town

Branch Code

Account Number

Type of Account **Current** **Savings**

Monthly Amount **R6709.00**

Date in Month **3rd Day of Each Month**

Commencing from **3 February 2020** to **3 December 2020**

I/We hereby request and authorise Academy of Digital Arts to draw against my/our account with the abovementioned bank (or any other bank or branch to which I/we may transfer my/our account) the abovementioned sum according to the terms stipulated.

All such withdrawals from my/our account by Academy of Digital Arts shall be treated as though they had been signed by me/us personally.

In the event of the debit order being declined, Academy of Digital Arts reserves the right to resubmit the debit order during the same month or to submit the debit order more frequently at a reduced amount on a different date, while not exceeding the original amount agreed upon.

Receipt of this instruction by you shall be regarded as receipt by my/our bank.

Should a debit order be declined by my bank for whatsoever reason (for example, insufficient funds) I/we hereby agree that an Unpaid Debit Order Fee of R 95.00 will be charged. The fee will be deducted off the deposit.

ASSIGNMENT

I / We acknowledge that this Authority and Mandate has been ceded to Netcash (Pty) Ltd as per your agreement with Netcash (Pty) Ltd, but in the absence of such assignment of the Agreement, this Authority and Mandate will be null and void.

In terms of the National Credit Act (Act No. 34 of 2005); we hereby consent to credit checks being conducted on the person/s signing this authority as and when the need arises and duly consent to such enquiries being performed.

Signed in _____ on _____ day _____ in the year _____
the _____ of _____

Name

Signature (Signature as used in the capacity for signing cheques)

IMPORTANT: A cancelled cheque/bank statement should be attached for bank identification purposes.

SUBMISSION REQUIREMENTS

GRAPHIC DESIGN

The Graphic Design programme is a full time, One Year Higher Certificate programme (SAQA ID 85248) which requires you to be an active member of classroom activities. In order to determine if you are ready for the work set out, we have a few questions to ask you. Please provide answers to all the questions and submit the portfolio (PDF or Printed A4) with the documents requested in the enrolment application form.

Submission Requirements

- Please submit a certified copy of your ID
- Foreign applicants please submit a copy of your passport
- You must submit a certified Matric certificate (Senior/Grade 12 Certificate) or NQF 4 equivalent. If you are currently completing school grade 12, please submit your latest statement of results / report
- Please also include any other academic qualifications as well
- Foreign student applicants please submit a certified final school / college certificate

Question 1 – Motivation

In an essay or a video, tell us about who you are.

For example: Tell us about your achievements and where you see yourself in 5 years. Provide details on what inspires and motivates you. Why do you want to attend Academy of Digital Arts? What has been an influencing factor on your life and what role within the Digital Design fields you are most interested in. What you believe would be the next best step for you once completing your Higher Certificate. Attach a creative photo of yourself that shows your personality.

Question 2 – Creative Application

2.1. Creative self portrait

Create an image of yourself, showing your head and shoulders. You may use any medium of your choice, such as pen and ink, paint, collage, chalk, sand drawings, photography or selfies. Get creative and show your personality!

2.2. Create an abstract artwork

Choose a product you are familiar with at your local supermarket (Omo, Marmite, etc) and using the shapes, images, logo, illustrations, colours, etc found on the packaging, create an abstract artwork. You may use any medium of your choice (eg. markers, pencils, collage etc).

2.3. Advert analysis

Select an advert from any magazine and tell us if the advert is successful and why? Comment on the following to support your argument: Use of photographs and illustration, size of elements, and the use of the language in the headline, text and payoff line at the end. Is the advert appropriate for the target market? How and why?

Question 3 – Digital Design

3.1 What is your understanding of Digital Design?

3.2 What bloggers or websites do you frequently visit, this does not include Facebook/Social Media sites.

3.3 Name any 2 Artists / Digital / Graphic Designers / Illustrators / Photographers that have influenced or inspired you and state why.

3.4 Name and identify a design trend (in any genre) you have noticed in South Africa.

Attached 3 to 5 pieces of your original artwork. These can be drawings/ paintings / photography / Illustrations etc. Yes, Instagram counts. Anything creative you have made yourself.

Please send all the above to Tandibe Sautare tandibe@ada.ac.za in a zipped file by no later than Friday 30 November 2019.

SUBMISSION REQUIREMENTS

WEB DESIGN & DEVELOPMENT

The Web Design & Interactive Media programme is a full time One Year Higher Certificate programme (SAQA ID 88182) which requires you to be an active member of classroom activities. In order to determine if you are ready for the work set out we have a few questions to ask you. Please provide answers to all the questions and submit the portfolio PDF with the documents requested in the enrolment application form.

Submission Requirements

Please submit a certified copy of your ID

Foreign applicants please submit a copy of your passport

You must submit a certified Matric certificate (Senior/Grade 12 Certificate) or NQF 4 equivalent. If you are currently completing school grade 12, please submit your latest statement of results / report

Please also include any other academic qualifications as well

Foreign student applicants please submit a certified final school / college certificate

Question 1 – Motivation

In an essay, tell us about yourself and why you feel you are a good candidate to study web design?

Tell us about your time at school, what you have recently been doing, any hobbies or interests that have lead you to study this topic further and what you want to do in the future. Also tell us what you think the future of Interactive Media and Web Publishing will be? – What trends and new technology are you excited to see become accessible via the web? Finally let us know how you came to decide that the Academy of Digital Arts would be the place you want to study.

Question 2 – Digital Understanding and Knowledge

2.1. Select a website you regularly visit and, in no more than 500 words, explain why you think it is a good, or bad, website. Consider its design layout, fonts and colours, as well as how easy it is to navigate and find information on the site. Is the site a pleasure to interact with, or frustrating? In each case, explain why you feel this is true.

2.2. Name an artist or designer that has had an influence on you, or impacted your life / lifestyle and state why.

2.3 What is your understanding of how the internet and websites work?

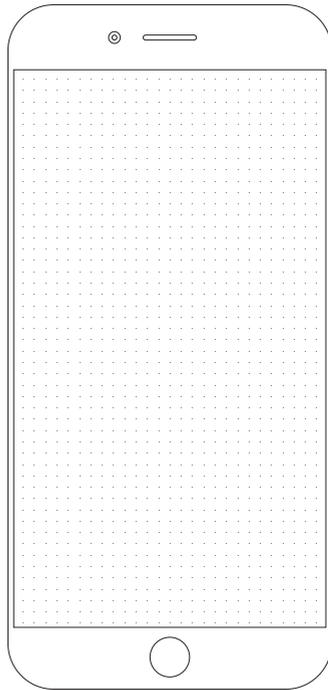
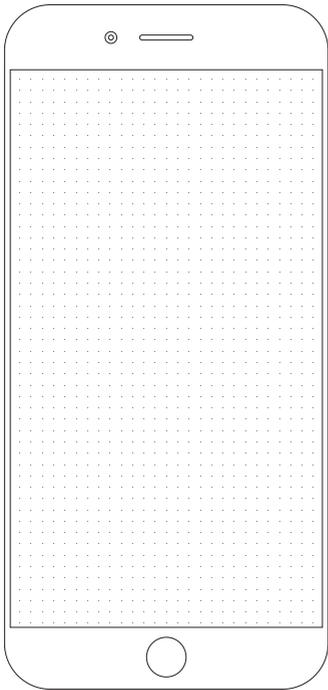
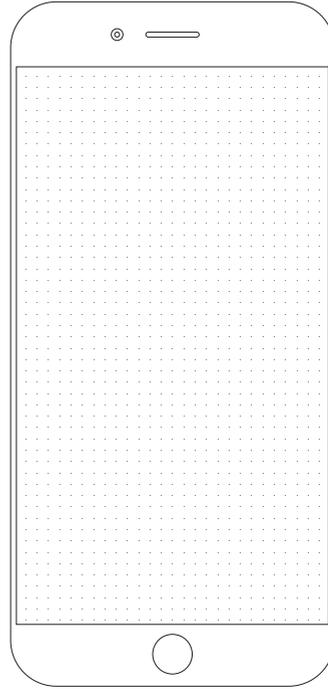
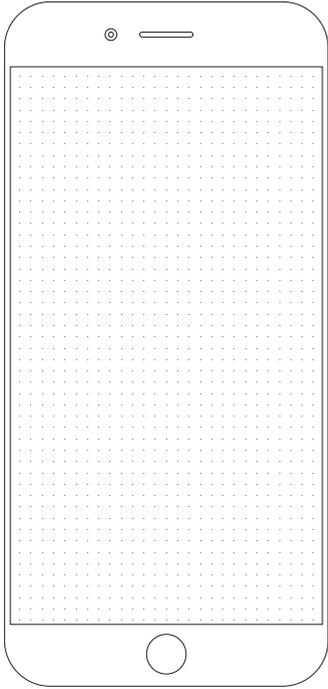
Question 3 – Digital Design

3.1. Using the templates provided, draw up 4 cellphone screens for an app that lets you book a tour of Cape Town.

Consider the logo placement, opening screen, icons, information, forms and buttons. How does the app flow from one step, and from one page to the next? You may also make use of labels and annotations.

3.2 Attach 3 to 5 pieces of your own original artwork. These can be drawings, paintings, photographs, illustrations or even examples of coding and web designs. Anything creative that you may have produced to express yourself will be acceptable.

Please send all the above to Tandiwe Sautare tandiwe@ada.ac.za in a zipped file by no later than Friday 30 November 2019.



SUBMISSION REQUIREMENTS

GAME & INTERACTIVE MEDIA DEVELOPMENT

The Game Graphics and Multimedia Entertainment programme is a full time One Year Higher Certificate programme (SAQA ID 93930) which requires you to be an active member of classroom activities. In order to determine if you are ready for the work set out we have a few questions to ask you. Please provide answers to all the questions and submit the portfolio (PDF or Printed A4) with the documents requested in the enrolment application form.

Submission Requirements

- Please submit a certified copy of your ID
- Foreign applicants please submit a copy of your passport
- You must submit a certified Matric certificate (Senior/Grade 12 Certificate) or NQF 4 equivalent. If you are currently completing school grade 12, please submit your latest statement of results / report
- Please also include any other academic qualifications as well
- Foreign student applicants please submit a certified final school / college certificate

Question 1 – Motivation

In an essay or a video, tell us about who you are.

Tell us about your achievements and where you see yourself in 5 years. Provide details on what inspires and motivates you. Why do you want to attend Academy of Digital Arts? Tell us about your work ethic and your understanding of team work and your role within a group. Provide a motivation as to why you believe Game Designing is the best career path for you.

Question 2 – Portfolio Application

2.1. Provide 3-5 examples of how game technology can be used in other areas of entertainment and motivate each of your answers.

2.2 You read a study about Games and Violence. Its conclusion is that games make children more aggressive and prone to act violently. Do you agree or disagree and why?

2.3 What are you more interested in when you play a game: the gameplay features, the game's visuals, the game's characters and story, the multiplayer features or other elements? Describe why these are better suited to you.

2.4 What do you think is more important in a game: great visuals or entertaining gameplay? And why do you think so?

Please send us 3 -5 examples of your design, scripting efforts (can be HTML, too), game designs, illustrations or other work relevant to game development, interactive media or digital art. You can also provide us with links to download your examples if the file size is too big.

Please send all the above to Tandiwe Sautare tandiwe@ada.ac.za in a zipped file by no later than Friday 30 November 2019.

SUBMISSION REQUIREMENTS

CONCEPT ART

The 1 year full time Concept Art course requires you to be an active member of classroom activities. In order to determine if you are ready for the work set out, we have a few questions to ask you and need to gauge your current skill level in terms of artistic ability. Please provide answers to all the questions and submit the portfolio (PDF or Printed A4) with the documents requested in the enrolment application form.

Submission Requirements

- Please submit a certified copy of your ID
- Foreign applicants please submit a copy of your passport
- You must submit a certified Matric certificate (Senior/Grade 12 Certificate) or NQF 4 equivalent. If you are currently completing school grade 12, please submit your latest statement of results / report
- Please also include any other academic qualifications as well
- Foreign student applicants please submit a certified final school / college certificate

Question 1 – Motivation

In an essay or a video, tell us about who you are.

For example: Tell us about your achievements and where you see yourself in 5 years. Provide details on what inspires and motivates you. Why do you want to attend Academy of Digital Arts? What has been an influencing factor on your life and what role within the creative industry are you most interested in?

Question 2 – Drawing Portfolio

Please submit the following:

- 1 x Master study. Copy an image using a medium of your choice. This can be traditional or digital media. Please provide the original reference image.
- 1 x Original drawing or illustration of something that does not exist. A4. The theme is up to you.
- 5 x Other free choice artworks. These can be drawings / paintings / illustrations you have done before. Digital work accepted too.

Please send all the above to Tandiwe Sautare tandiwe@ada.ac.za in a zipped file by no later than Friday 30 November 2019.

CHECKLIST | COMPLETED APPLICATION FORM

Initialed each page

Signed on Page 5

Account Payer signed on page 5

certified copy of ID attached

certified copy of senior certificate / latest school certificate and results

Submission Requirement questions answered

Submission Requirement creative tasks completed

Portfolio items attached

General enquiries | info@ada.ac.za

Admissions | info@ada.ac.za

Accreditation and Academic Support | hanelore@ada.ac.za

Marketing | jessica@ada.ac.za

Registrar | tandiwe@ada.ac.za

Digital Training Consultant | daniel@adaprofessional.co.za

Accounts | tandiwe@ada.ac.za