

Cape
Peninsula
University
of Technology

Faculty of
Informatics &
Design

2021 REQUIREMENTS

2021 Portfolio Requirements

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**Department of Architecture & Interior Design
(Foreshore)**

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CLOSING DATE AND VENUES FOR SUBMITTING PORTFOLIOS

**The closing date for the submission
of ALL portfolios:
Monday, 31 August 2020 at 14:00
NO LATE PORTFOLIOS WILL BE ACCEPTED**

**PLEASE INCLUDE THE COVER PAGE AS WELL AS THE
BIOGRAPHICAL INFORMATION PAGE WHEN SUBMITTING
YOUR PORTFOLIO**

Architectural Technology and Interior Design (Foreshore)

Applicants applying for Architectural Technology and Interior Design must **NOT** deliver the portfolio to the Department but must upload the tasks on the link provided.

For queries contact Ms Charlene Pietersen – 021 440 2232 - pietersenc@cput.ac.za OR
Randall Abrahams – 021 440 2220 – abrahamsran@cput.ac.za

Fashion and Product Design (District Six Campus)

Venue: Room 1.8, 1st Floor, Design Building

Contact details: Yvonne Vika - 021 460 3754 - vikay@cput.ac.za

Visual Communication Design (District Six Campus)

Venue: Room 3.10, 3rd Floor, Design Building

Contact details: Charmaine Simons - 021 460 3676 - simonsc@cput.ac.za

Jewellery Design and Manufacture (District Six Campus)

Venue: Room 1.14, Ground

Floor, Life

Sciences Building, District Six Campus

Contact Details: Ms V Konstandakellis

Design ECP Foundation Year (District Six Campus)

Venue: Room 3.10, 3rd Floor, Design Building

Contact details: Charmaine Simons - 021 460 3676 - simonsc@cput.ac.za

GUIDELINES

Please read through the guidelines before commencing with your portfolio

Applicants who do not comply with the procedures below will not be evaluated or considered for admission to the Design and Architectural Technology programmes in the Faculty of Informatics and Design. The procedures to be followed for admission to the courses can be divided into three separate steps, namely:

STEP 1: ON LINE APPLICATION

- 1.1 South African students must apply on line. International students must complete a manual (hard copy) application form. Click on the following link for further information.

<https://www.cput.ac.za/study/apply/step-4-online-application>

STEP 2: SUBMISSION OF PORTFOLIO

2.1 PORTFOLIO INFORMATION

DIPLOMA IN ARCHITECTURAL TECHNOLOGY

DIPLOMA IN INTERIOR DESIGN

DIPLOMA IN FASHION

DIPLOMA IN VISUAL COMMUNICATION DESIGN (previously Graphic Design)

DIPLOMA IN JEWELLERY DESIGN AND MANUFACTURE

DIPLOMA IN PRODUCT DESIGN

DESIGN ECP FOUNDATION

- 2.1.1 Applicants for these programmes are required to submit a PORTFOLIO of specified written and/or practical work (unless otherwise specified).
- 2.1.2 Where applicable, submit the required essay as stipulated in the portfolio requirements.
- 2.1.3 The Portfolio Submission Cover Page (available on the website) must be completed and stapled to the exercises to serve as the front page of the portfolio.
- 2.1.4 Ensure that your name and course are clearly indicated on the outside of the portfolio.
- 2.1.5 The following three documents must be enclosed in an envelope and submitted together with the written and/or practical work:
- The Biographical Information form (available on the website) with a passport-size photograph attached to the top right hand corner of the form.
 - A certified copy (not older than three months) of your identity card/document or passport.
 - A certified copy (not older than three months) of your final Grade 11 matric results (for those currently in matric). Applicants who have already completed their matric should submit a certified copy of their Senior Certificate or Advice of Results statement. You may also include your NBT (National Benchmarking Test) results as additional evidence of your suitability for the course.
- 2.1.6 The portfolio to be posted preferably via registered mail, via courier or submitted in person to the respective departmental secretary (where applicable) at the applicant's own cost and risk.
- 2.1.7 Portfolios may not be submitted via the internet or e-mail except for those applying for the Diplomas in Architectural Technology and Interior Design. See link on pages 7 and 10.
- 2.1.8 Make photocopies of your portfolio for your own record purposes in the event that it does not reach us.

- 2.1.9 CPUT cannot be held accountable if a portfolio is lost in the post and CPUT is under no obligation to accept/evaluate portfolios received in the post after the closing date.
- 2.1.10 If you have applied for another design course (as a second choice) you must complete the portfolio requirements for that course as well, i.e. submit a second portfolio, otherwise your second choice application will be ignored.
- 2.1.11 Work submitted must reflect the applicant's creativity, sense of design and ability and should be completed without the help or guidance of someone else.
- 2.1.12 Applicants will be disqualified if drawings are copied from photographs and/or traced (unless specifically instructed to do so) or deemed not to be the applicant's own work.
- 2.1.13 Additional photographs certified as the applicant's own work and considered to be relevant may also be included, if they can be contained in your folder.
- 2.1.14 Current Grade 12 learners should NOT submit school projects as they may be required by the school's inspector/examiners at a later date.
- 2.1.15 Framed work, work behind glass, drawing's on hardboard or canvas and/or mounted on wood are not acceptable.
- 2.1.16 Work must be placed in a sturdy cardboard folder, not to exceed A2 paper-size and should be firmly sealed and secured to prevent work from falling out or getting damaged.
- 2.1.17 Fashion portfolios should be submitted in A4 folders.

STEP 3: EVALUATION AND OUTCOME

- 3.1 A Departmental Selection Committee will review the portfolios, written submissions and academic results after the closing date for applications and will make a selection based on their content.
- 3.2 The outcome of this process will result in one of the following:
 - 3.2.1 **FULL ACCEPTANCE:** Fully accepted applicants (those that have already completed Grade 12) will be required to confirm their acceptance of a place on the course by paying the stipulated deposit. Further information regarding the deposit payable can be found in the outcome letter.
 - 3.2.2 **PROVISIONAL ACCEPTANCE:** Provisionally accepted applicants (those currently completing Grade 12) will be required to confirm their acceptance of a place on the course by paying the stipulated deposit. Further information regarding the deposit payable can be found in the outcome letter.
 - 3.2.3 **NOT ACCEPTED**
 - 3.2.4 **WAITING LIST:** Waiting list applicants will only be contacted after the registration period in 2021 (please check the dates on our website – www.cput.ac.za) and only if the respective programme can still accommodate students.
 - 3.2.5 **DESIGN ECP FOUNDATION PROGRAMME:** Please refer to the next page (Page 6).
- 3.3 **It is imperative to note that the onus lies with the applicant to regularly TRACK THE STATUS of their application form on the following link: <http://www.cput.ac.za/study/track> as this is how an applicant will determine the outcome of their application and download the respective letter(s) – CPUT DOES NOT POST ANY OF THESE LETTERS.**
- 3.4 The decision of the Departmental Selection Committee is final and no correspondence (either telephonically or in writing) will be entered into regarding the outcome. Please note that queries will not be answered by the department concerned and should be directed to the ARC representative.

What is the MAINSTREAM programme?

The mainstream programme refers to the three-year Diploma programme, for example *Diploma in Fashion*.

Applicants who apply for a three-year mainstream programme but who do not meet the minimum admission requirements will be referred to the Extended Curriculum Programme (ECP)/Foundation year. For example, an applicant that has applied for the *Diploma in Fashion* will be referred to the *Diploma in Fashion (ECP)*. This is however not an automatic process as it is dependent on academic results.

What is the EXTENDED CURRICULUM PROGRAMME/FOUNDATION YEAR?

The Extended Curriculum Programme (ECP) or Foundation year is aimed at prospective students who meet the minimum admission requirements but may fall short of meeting the additional admission requirements of the mainstream programme.

The ECP Programme is an enriched full year programme bringing students up to speed to confidently succeed in the mainstream years. This programme runs over a period of four years and the end result is a Diploma.

It is imperative to note that applicants may apply for the mainstream programmes as well as directly for the ECP programmes with the exception of the Diplomas in Architectural Technology and Interior Design.

ARCHITECTURAL TECHNOLOGY

Offered at Media City, Foreshore

DEPARTMENTAL CONTACT DETAILS

Secretary: Ms Charlene Pietersen

Tel: 021 440 2232 / 021 440 2220

Email: pietersenc@cput.ac.za

ASSISTANT FACULTY OFFICER'S CONTACT DETAILS

Ms Thandiswa Madadasana

Tel: 021 440 2237

Email: madadasanat@cput.ac.za

GENERAL REQUIREMENTS FOR THE PORTFOLIO

- Applicants may, as an alternative to the departmental portfolio requirement, submit a certified copy of the portfolio that they have submitted to another university to which they have also made an application e.g. to another University of Technology such as Nelson Mandela University (NMU) or University of Cape Town (UCT).
- All drawing exercises must be done on good quality white A3 (297 x 420) paper.
- Complete only one task (exercise) per sheet.
- The applicant's full name must appear in the bottom right hand corner of each sheet.
- All tasks to be submitted via this link
https://docs.google.com/forms/d/e/1FAIpQLSfaOtUJFVskP4wMYUvOnTkFOFLpBGf1NwPtyJJMF4oGx-3vnm/viewform?usp=sf_link
- International applicants should meet the language requirements; please refer to the following site for more specific details with regard to international applicants:
<http://www.cput.ac.za/study/internationalapplicants>.
- It is imperative to note that the onus lies with the applicant to regularly TRACK THE STATUS of their application form on the following link: <http://www.cput.ac.za/study/track> as this is how an applicant will determine the outcome of their application and download the respective letter(s) – CPUT DOES NOT POST ANY OF THESE LETTERS.
- The decision of the Departmental Selection Committee is final and no correspondence (either telephonically or in writing) will be entered into regarding the outcome.
- Please note that queries will not be answered by the department concerned and should be directed to the ARC representative.

WHAT IS THE EXTENDED CURRICULUM PROGRAMME?

The Extended Curriculum Programme (ECP) is aimed at prospective students who meet the minimum admission requirements but may fall short of meeting the additional admission requirements for this programme. The student will receive a "Not Accepted" status for the mainstream programme and will instead be accepted/provisionally accepted (this depends on whether they have completed Grade 12 or are currently in Grade 12) into the Extended Curriculum Programme. The ECP programme is an enriched full year programme bringing students up to speed to confidently succeed in the mainstream years. This programme runs over a period of four years and the end result is a Diploma.

PORTFOLIO REQUIREMENTS: DIPLOMA IN ARCHITECTURAL TECHNOLOGY

TASK 1: OBSERVATION DRAWING

STILL LIFE: Draw a composition of some household objects

- Use black ink or a graphite pencil to produce a line drawing.
- Do not use colour.
- Do not draw from memory.
- The objects should receive the same attention as the background (floor, wall, table etc).
- Do not work from photographs, other drawings or paintings.

TASK 2: PERSPECTIVE DRAWING

Choose one of the following options to draw a perspective drawing:

Option 2A: A perspective view of an inside room or space.

Option 2B: A perspective view of an entrance to a house or a building.

This is an observed drawing, so spend time on the drawing's accuracy of the space. Find a good place to sit, where you have a good view of what is going to be drawn. Aim to draw exactly what you see from that position. Begin with light lines and attempt to outline the composition of the space. Once you are satisfied with the composition lines, add some tone by shading the drawing with your pencil to get depth in the drawing. Attempt to capture some of the textures of the surfaces as well and consider which direction of the light is coming from and what is in full light and what is cast in shadow. Do not use too much shading, and leave some areas white on the page.

This task requires you, the student, to draw a perspective view of a space.

There are two options to choose from: (a) an inside space (Option 2A) or (b) the entrance of a building from the outside (Option 2B). Only choose one of these options to complete. Descriptions of these tasks are as follows:

Option A: Inside View

Find a relatively spacious inside area to draw. It could be any room that you have access to, perhaps a room in your own home, neighbourhood or community. The type of room could for example be a lounge, dining room or kitchen. Take note of where you are in the space and how much of the space you intend drawing. Begin by drawing the basic perspective in light pencil lines. Establish the edges of the drawing on the page. Establish where your vanishing point is and try to get an accurate view from where you are standing, so that you draw exactly what you see. Use one-point or two-point perspective lines and to try capture the perspective accurately. Spend time working up and correcting the perspective and once you are happy with the line drawing, add shading and texture shading with your pencil to get some 3-dimensional depth. Your drawing should take into consideration the direction of the light, what is in full light and what is cast in shadow. Try not to add too much shading to your drawing.

Additionally, your drawing should take the following into consideration:

- Include a human figure (or two) in the drawing.
- The drawing may not be copied or traced from a photograph.
- The view must be drawn free hand (without the use of a ruler) and from life.

Option B: Outside View

Draw a perspective view of the front entrance of a building. It could be any building that you have access to, this could perhaps be your own home, neighbourhood or community. Find a place to sit where you will have a good 3-dimensional view of the structure. Your aim is to draw exactly what you see from that position. Begin by lightly drawing out the perspective using a pencil. Establish where each edge of each part is on the page, considering each part's proportion in relation to other components. Work out where your vanishing point is and spend time on the accuracy of the perspective view. Once you are happy with the line drawing, add some tone by shading the drawing with your pencil to obtain 3-dimensional depth. Try to capture some of the textures of the surfaces as well. Take into consideration the direction of the light, what is in full light and what is cast in shadow. Try to not over render the drawing.

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TASK 3: WRITING EXERCISE (answer this question on a separate sheet of A4 paper)

You are reading this because you are interested in Architectural Technology and Interior Design. Whilst these fields focus on drawing, they also involve writing as means of communication. This task aims to assess:

- your reading skills (understanding and following instruction),
- your writing skills (spelling, grammar, and sentence construction),
- how well you express yourself through writing (word choice, description, and overall quality), and
- your overall interest and knowledge of Architectural Technology and Interior Design.

It is likely that an experience of a building, outside space, inside space, or furniture item inspired your interest in Architectural Technology and Interior Design. Think back on one such building, space, or item and answer the questions that follow. If you know the name, location, and designer of your chosen building, space, or item, fill it out below. Then, follow the instructions thereafter.

- Name: _____
- Location: _____
- Designer: _____

QUESTIONS AND ANSWERS

Write the answers to these question on a separate sheet. The answers should be full sentences. Each answer should contain 3-5 sentences (i.e. minimum 3 sentences and maximum 5 sentences) to form a paragraph. Include the question as a heading to your answer.

1. Explain why you were inspired by this building, space, or furniture item.
2. Define what its purpose is and how it is used.
3. Describe how it looks and the feeling it creates.
4. Identify the construction materials and assembly methods used to build it.
5. Discuss how it interacts with people and its surroundings.

INTERIOR DESIGN

Offered at Media City, Foreshore

DEPARTMENTAL CONTACT DETAILS

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- International applicants should meet the language requirements; please refer to the following site for more specific details with regard to international applicants:
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PORTFOLIO REQUIREMENTS: DIPLOMA IN INTERIOR DESIGN

TASK 1: OBSERVATION DRAWING

STILL LIFE: Draw a composition of some household objects

- Use black ink or a graphite pencil to produce a line drawing.
- Do not use colour.
- Do not draw from memory.
- The objects should receive the same attention as the background (floor, wall, table etc).
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- Include a human figure (or two) in the drawing.
- The drawing may not be copied or traced from a photograph.
- The view must be drawn free hand (without the use of a ruler) and from life.

TASK 3: WRITING EXERCISE (answer this question on a separate sheet of A4 paper)

You are reading this because you are interested in Architectural Technology and Interior Design. Whilst these fields focus on drawing, they also involve writing as means of communication. This task aims to assess:

- your reading skills (understanding and following instruction),
- your writing skills (spelling, grammar, and sentence construction),
- how well you express yourself through writing (word choice, description, and overall quality), and
- your overall interest and knowledge of Architectural Technology and Interior Design.

It is likely that an experience of a building, outside space, inside space, or furniture item inspired your interest in Architectural Technology and Interior Design. Think back on one such building, space, or item and answer the questions that follow. If you know the name, location, and designer of your chosen building, space, or item, fill it out below. Then, follow the instructions thereafter.

- Name: _____
- Location: _____
- Designer: _____

QUESTIONS AND ANSWERS

Write the answers to these question on a separate sheet. The answers should be full sentences. Each answer should contain 3-5 sentences (i.e. minimum 3 sentences and maximum 5 sentences) to form a paragraph. Include the question as a heading to your answer.

6. Explain why you were inspired by this building, space, or furniture item.
7. Define what its purpose is and how it is used.
8. Describe how it looks and the feeling it creates.
9. Identify the construction materials and assembly methods used to build it.
10. Discuss how it interacts with people and its surroundings.

FASHION

Offered at the District Six Campus

Please read through the guidelines from page 4-5 before commencing with your portfolio

1. TASK 1: QUESTIONNAIRE

Please complete **ALL** the questions below, **detach the form** and remember to enclose it with your portfolio.

1.1 Personal Information			
Full First Name(s) and Surname			
Home Language			
Identity Number		Passport Number	
Country			
Home Address			
		Postal Code	
Home Telephone Number			
Work Telephone Number			
Cellphone Number			
Email Address			
1.2 Prior Learning			
Have you completed or started any previous studies, including full-time, part-time or hobby courses? If YES:			
Full Name of Course			
Name of Institution		Full-Time (FT) or Part-Time (PT)	
Date started		Completed YES or NO	
1.3 Work Experience			
Have you had any work experience? If YES:			
Name of Company			
Position			
Duration			

2. TASK 2: WRITTEN COMPONENT (USE AN A4 SHEET OF PAPER)

Tell us in no more than 300 words, why you want to study fashion design. Think about when you first realised that you love fashion and how that has shaped you since then.

3. TASK 3: PRACTICAL COMPONENT 1

Choose any fruit or vegetable and make a detailed three dimensional drawing of it. We need to see evidence of your observation and drawing skills. It is important that you show an understanding of line, shape, perspective and light vs dark. Be expressive yet detailed when you draw your chosen fruit or vegetable.

4. TASK 4: PRACTICAL COMPONENT 2

You have been appointed as a designer for a leading retailer or a well-known Fashion label. Design a 5-look collection that you feel will best reflect your chosen retailer or label's aesthetic look and feel. For your 5-look collection you need to choose an idea or concept that can inspire you to design the collection. The idea or concept can be anything that inspires or motivates you to design your collection e.g. a piece of music, a piece of art, a person you greatly admire, a book, film or nature – it can be anything, as long as you can tell us why and how it inspired you.

4.1 The steps we want you to take are as follows:

- 4.1.1** In no more than 100 words, tell us which leading retailer or fashion label you have chosen to design your collection for and why? Remember, we will expect you to create the designs that fit with your chosen retailer or label. So, think carefully whether your brand or retailer is: casual/formal, sportswear/street wear, expensive/affordable, women's wear/men's wear/both and for young/old.
- 4.1.2** List 3 other retailers and/or fashion labels that you feel have a similar aesthetic or product to your chosen retailer or label. With each of your 3 chosen competitors, describe very briefly what you think they have in common with your chosen retailer or label.
- 4.1.3** In no more than 400 words and on an A4 page describe what the idea or concept is that will inspire your 5-piece collection for your chosen retailer or label.
- 4.1.4** On a second A4 page create a collage of images from magazines and your own photos and drawings to visually illustrate the idea or concept you have described on the previous page. This page should reflect the colours and shapes you intend using for your collection.
- 4.1.5** Draw your 5 designs on 5 separate A4 pages i.e. one design per A4 page. Draw your designs on a figure that you have created and alongside each of your designs you need to add some appropriate fabric and trim ideas. Describe parts of your design that you feel may need explaining or clarification and use lines with arrows to point to these areas; you may also enlarge areas to clarify certain design details.

4.2 The criteria we will use to assess your body of work are:

- 4.2.1** Is your work cohesive? Is your idea or concept for the collection original and does it fit the aesthetic (look and feel) of your chosen retailer or label? Do your 5 designs effectively connect your concept or idea and the aesthetic of your chosen retailer or brand.
- 4.2.2** How creatively did you present your work? Please keep in mind that cluttering your presentations with too much does not make it creative. Please use only relevant images and information throughout your work.
- 4.2.3** How good are your drawing and illustration skills?
- 4.2.4** The level of critical thinking and writing in your written component.
- 4.2.5** Overall neatness.

Diploma in Fashion: Extended Curriculum Programme (ECP)

What is the Extended Curriculum Programme?

Applicants who apply for the three-year mainstream programme but who do not meet the minimum admission requirements will be referred to the Extended Curriculum Programme (ECP)/Foundation year. For example, an applicant that has applied for the *Diploma in Fashion* will be referred to the *Diploma in Fashion (ECP)*. This is however not an automatic process as it is dependent on academic results.

It is imperative to note that applicants may apply for the mainstream programmes as well as directly for the ECP programmes.

These portfolio requirements are only applicable to mainstream applications.

**Portfolio requirements for the ECP can be found at the back of this booklet
(Design ECP Foundation)**

END OF FASHION PORTFOLIO REQUIREMENTS

To improve your chances of success, please ensure that you have carefully read through the GUIDELINES and the PORTFOLIO REQUIREMENTS, analysed and correctly followed the instructions.

VENUE OF SUBMISSION FOR THE COMPLETED PORTFOLIO LISTED ON PAGE 3

VISUAL COMMUNICATION DESIGN

(Previously Graphic Design)

Offered at the District Six Campus

Please read through the guidelines from page 4 - 5 before commencing with your portfolio

TASK 1: Questionnaire

Please complete ALL the questions below, detach the form and remember to enclose it with your portfolio.

1. Personal Information			
Full First Name(s) and Surname			
Home Language			
Identity Number		Passport Number	
Country			
Home Address			
		Postal Code	
Home Telephone Number			
Work Telephone Number			
Cellphone Number			
Email Address			
2. Prior Learning			
Have you completed or started any previous studies, including full-time, part-time or hobby courses? If YES:			
Full Name of Course			
Name of Institution		Full-Time (FT) or Part-Time (PT)	
Date started		Completed YES or NO	
3. Work Experience			
Have you had any work experience? If YES:			
Name of Company			
Position			
Duration			

Would you have to take a part-time job to help pay towards your education?				YES		NO		
4. Have you applied to enter any other Art or Design Institution? If YES:								
Full Name of Course								
Name of Institution								
5. Please indicate how much current fees for the 3 year Visual Communication Design course are								
First Year		Second Year		Third Year				
You can obtain this information from the University's website at www.cput.ac.za . NB. The starter kit for the first year is approximately R 4 000.00								
6. How will you travel daily to the Cape Peninsula University of Technology?								
7. What books and magazines have you read this year?								
8. Are you particularly interested in a SPECIFIC area of Visual Communication Design of which Graphic Design is a part?				YES		NO		
8.1 Please number one or more answers in order of preference (e.g 1. Illustration, 2. Typography etc)								
<input type="checkbox"/> Advertising	<input type="checkbox"/> Illustration	<input type="checkbox"/> Typography	<input type="checkbox"/> Cartooning	<input type="checkbox"/> Copywriting	<input type="checkbox"/> TV/Video Production	<input type="checkbox"/> Exhibition Design	<input type="checkbox"/> Multi-Media	<input type="checkbox"/> Desktop Publishing
<input type="checkbox"/> Web Design	<input type="checkbox"/> Marketing	<input type="checkbox"/> Newspaper Publishers	<input type="checkbox"/> Printing	<input type="checkbox"/> Freelance Work	<input type="checkbox"/> Magazine Publishers	<input type="checkbox"/> Self-employed	<input type="checkbox"/> Book Publishing	
9. Why do you want to work in the field of Visual Communication Design? Describe in your own words what you think this kind of career involves and then motivate why you should be considered for a place in the Visual Communication programme (100 words).								

TASK 2: Written Exercise

PLEASE NOTE: All written work must be your own words. Any 'copy and paste' answers will receive a 0 in the scoring process and will therefore negatively affect your application.

WRITTEN EXERCISE 1

The text/copy below comes from three different advertisements. In not more than three sentences, explain what you think each one means:

1.1 "Impossible is nothing" (Adidas)
1.2 "Think different" (Apple)
1.3 "When there's no tomorrow" (FedEx)

WRITTEN EXERCISE 2

Select 2 full-page advertisements from magazines – i.e. one that you consider to be good, and one that you consider to be bad. Write a paragraph for each of the advertisements to explain the following:

2.1 Good Advertisement (Please attach the original good advertisement to this page and label it good advertisement)
2.1.1 What is a target market?
2.1.2 To whom do you think the first (good) advertisement is aimed? (Target market)
2.1.3 What is the single minded message of the advertisement?

2.1.4 Comment on layout, typography, the image and the product shot of the advertisement (maximum 80 words).

2.2 Bad Advertisement (Please attach the original bad advertisement to this page and label it bad advertisement)

2.2.1 Based on your analysis of your good advertisement, describe why you think your bad advertisement is not a good advertisement (maximum 80 words).

WRITTEN EXERCISE 3

3.1 In your own words describe what a brand is. Choose a brand that appeals to you, describe the features of the brand and why you think it works.

3.2 What are the 5 key features of a brand? Do your research using the internet and indicate which website you used for your answer.

TASK 3: Practical Exercises (To be completed on A4 or A3 size paper)

3.1 Observe and draw a **CHAIR** from at least two sides, in perspective:

- Use pencil
- Make **TWO** drawings

3.2 Design **ONE** of the following **PHRASES** on an A4 size paper:

Time to dash!
Stop that now!
Easy does it!
That's amazing!

- Use an existing typeface and work in black ink, by hand
- **NO** computer printouts, or tracing of printouts
- Choose a typeface to suit the meaning of your phrase
- Use only the typeface – do not add any pictures or patterns
- Typeface (font) refers to the design of characters (letters) that make up an alphabet
- The following are examples of some well-known typefaces: Helvetica, Garamond, Times new Roman, Verdana etc.

3.3 Design **YOUR FIRST NAME** in an expressive manner using paint, ink or pencils or a combination of these.

3.4 Paint or draw a **SELF-PORTRAIT** (your own face) in full colour. Look in a mirror and make a carefully observed drawing of yourself. Use water-based paint or coloured pencil crayons. Do not copy from a photograph.

3.5 Draw a **STORYBOARD**

A storyboard is a sequence of frames in which a story is told visually (through pictures only). In the advertising industry, storyboards are used to plan and organise the content, sequence and angles of shots before filming. Like any good story, your storyboard should have a clear beginning, middle and ending.

Draw YOUR OWN STORYBOARD in a series of six (6) frames to describe ONE of the following scenarios:

3.5.1 A walk to the local shop to buy your favourite food item(s) **OR**

3.5.2 Accidentally breaking something **OR**

3.5.3 Getting a big fright

- Do this in colour using pencils and pencil crayons
- Do **NOT** draw in a cartoon style!
- Each frame should be drawn on its own sheet of A4 paper, using a landscape format (this means the frame is wider than it is high)
- Each frame must be **15cm wide and 10,5cm high**. The storyboard should communicate visually without the use of text/words.

3.6 Make a drawing (composition) consisting of **FOUR** elements displayed on a table:

**a piece of fruit,
a glass or bottle of water (must be transparent),
a pair of trainers (running shoes)
and a crumpled chip packet.**

- Arrange these in an interesting way and draw the objects and the surface of the table using pencils (2B, 4B, 6B).
- Pay special attention to shape, size, texture, lighting, position (what is in front and what is behind) and perspective.
- Try to show the forms and the material qualities (what the objects are made of) of the various objects.

3.7 Create a poster encouraging creativity. This is part of a campaign aimed at encouraging youth to be creative in Cape Town. The idea is to put posters up around the city. Your design should reflect this aim. Use **ONE** of the words below in your design:

Imagine

Create

Dream

Design

Use the word plus the following elements to create your own design:

- A blue circle, a red square or a green triangle.
- You may use these in any combination, size, repetition, pattern or position along with your chosen word.
- You will need to work on an A4 sheet of paper and render your design in any medium.

***Diploma in Visual Communication Design: Extended Curriculum Programme
(ECP)***

What is the Extended Curriculum Programme?

Applicants who apply for the three-year mainstream programme but who do not meet the minimum admission requirements will be referred to the Extended Curriculum Programme (ECP)/Foundation year. For example, an applicant that has applied for the *Diploma in Visual Communication Design* will be referred to the *Diploma in Visual Communication Design (ECP)*. This is however not an automatic process as it is dependent on academic results.

It is imperative to note that applicants may apply for the mainstream programmes as well as directly for the ECP programmes.

These portfolio requirements are only applicable to mainstream applications.

Portfolio requirements for ECP can be found at the back of this booklet (Design ECP Foundation).

END OF VISUAL COMMUNICATION DESIGN PORTFOLIO REQUIREMENTS

To improve your chances of success, please ensure that you have carefully read through the GUIDELINES and the PORTFOLIO REQUIREMENTS, analysed and correctly followed the instructions.

VENUE OF SUBMISSION FOR THE COMPLETED PORTFOLIO LISTED ON PAGE 3

JEWELLERY DESIGN AND MANUFACTURE

Offered at the District Six Campus

Please read through the guidelines from page 4-5 before commencing with your portfolio

TASK 1: QUESTIONNAIRE

Please complete **ALL** the questions below, detach the form and remember to enclose it with your portfolio.

1.1 Personal Information			
Full First Name(s) and Surname			
Home Language			
Identity Number		Passport Number	
Country			
Home Address			
		Postal Code	
Home Telephone Number			
Work Telephone Number			
Cellphone Number			
Email Address			
1.2 Prior Learning			
Have you completed or started any previous studies, including full-time, part-time or hobby courses? If YES:			
Full Name of Course			
Name of Institution		Full-Time (FT) or Part-Time (PT)	
Date started		Completed YES or NO	
1.3 Work Experience			
Have you had any work experience? If YES:			
Name of Company			
Position			
Duration			

The following will be assessed: your writing and analytical skills, observation and drawing skills as well as your designing skills.

Task 2: WRITING AND ANALYSIS

You must condense your thoughts into the required length and not exceed the word count. Use an A4 sheet of paper.

2.1 In TWO-HUNDRED words,

Describe yourself and your reasons for wanting to enroll for Jewellery Design and Manufacture.

2.2 In SIX-HUNDRED words,

Using books or an internet search, find a jeweller whose work challenges your imagination. Tip: there is a website <http://klimt02.net/> that has an amazing gallery of modern jewellers. Select an image of their work and describe the design in words.

Tell us why you like or dislike it and how the design challenged you? There are many ways to do this, for example, try and get inside the jeweller's head and understand what he or she was trying to say by designing that piece. What do you think influenced the design? Etc

Task 3: OBSERVATION AND DRAWING

Find two interesting objects and put them on a table, one slightly in front of the other. On an A4 piece of paper make a pencil drawing of the objects, no shading.

This is just a simple line drawing but put in as much detail as you can.

Task 4: DESIGNING

Choose a theme for a fancy dress party and find some images that describe your theme.

Assemble these ideas on an A4 piece of paper by cutting them out, arranging them and sticking them down with paper glue - this is called a reference board.

Again on an A4 piece of paper, design a piece of jewellery for the fancy dress party, the inspiration for which comes from the reference board. Use colour and shading here.

Diploma in Jewellery Design and Manufacture: Extended Curriculum Programme (ECP)

What is the Extended Curriculum Programme?

Applicants who apply for the three-year mainstream programme but who do not meet the minimum admission requirements will be referred to the Extended Curriculum Programme (ECP)/Foundation year. For example, an applicant that has applied for the *Diploma in Jewellery Design and Manufacture* will be referred to the *Diploma in Jewellery Design and Manufacture (ECP)*. This is however not an automatic process as it is dependent on academic results.

It is imperative to note that applicants may apply for the mainstream programmes as well as directly for the ECP programmes.

These portfolio requirements are only applicable to mainstream applications.

Portfolio requirements for ECP can be found at the back of this booklet (Design ECP Foundation).

END OF JEWELLERY DESIGN AND MANUFACTURE PORTFOLIO REQUIREMENTS.

To improve your chances of success, please ensure that you have carefully read through the GUIDELINES and the PORTFOLIO REQUIREMENTS, analysed and correctly followed the instructions.

PRODUCT DESIGN

Offered at the District Six Campus

Please read through the guidelines from page 4-5 before commencing with your portfolio

PORTFOLIO REQUIREMENTS

SECTION 1: PRACTICAL COMPONENT

It is important to note that applicants will be disqualified if drawings are copied, traced or are deemed not to be the applicants own work.

Folding Chair

- From a single piece of card (USE a cereal box or cardboard of a similar thickness – DO NOT USE corrugated card) *design and make* a 1:5 scale model of a chair (this is small: 1/5 of the full size of a chair)
- Seat height needs to be 88mm from the ground
- It needs to support a 500ml bottle of water without collapsing
- The chair must fold flat and be submitted in an A4 envelope along with your portfolio
- We are looking for: structural integrity, correct proportions and neatness

DO THE FOLLOWING:

- Do make use of creative folds and interlocking pieces
- Do provide folding instructions on an A4 sheet of paper
- Do consider ergonomics
- Do keep scale and proportions in mind
- Do work neatly and accurately

DO NOT DO THE FOLLOWING:

- Do not use corrugated cardboard
- Do not use corex board
- Do not glue any parts together
- Do not reinforce with any other material
- Do not use dowels, pins, toothpicks, wire or anything similar

STILL LIFE DRAWING

- A carefully observed pencil drawing of two man-made objects, drawn from life
- Paper size A3
- Drawing size $\pm 280\text{mm} \times 210\text{mm}$

LOGO

- Generate your name in the style of a well-known and recognisable brand logo (eg. BMW, IBM, APPLE, SAMSUNG etc.) in any medium of your choice
- Attach a colour image of the original logo with your work
- Paper size: A3
- Logo size $\pm 280\text{mm} \times 210\text{mm}$

LIFE DRAWING

- A full length study, in *any medium* and drawn from life, of a human figure performing a task.
- This should be drawn from *life* – not from a picture/photo
- Paper size: A3
- Drawing size ±280mm X 210mm

INTERIOR SPACE DRAWING

- A carefully observed drawing, in any medium, of a room in your house/flat/living space containing at least three items of furniture
- The drawing is to be executed freehand without any mechanical aids such as a ruler
- This should be drawn from *life* – not from a picture/photo
- Paper size: A3
- Full page drawing

CLOTHING PEG DRAWING

- A **front view**, a **top view** and a **side view** of a washing peg of your choice at a 2:1 scale (double the size)
- The drawing is to be executed freehand without any mechanical aids such as a ruler and is to be fully dimensioned
- Name each view and work neatly
- Paper size: A3

Diploma in Product Design: Extended Curriculum Programme (ECP)

What is the Extended Curriculum Programme?

Applicants who apply for the three-year mainstream programme but who do not meet the minimum admission requirements will be referred to the Extended Curriculum Programme (ECP)/Foundation year. For example, an applicant that has applied for the *Diploma in Product Design* will be referred to the *Diploma in Product Design (ECP)*. This is however not an automatic process as it is dependent on academic results.

It is imperative to note that applicants may apply for the mainstream programmes as well as directly for the ECP programmes.

These portfolio requirements are only applicable to mainstream applications.

Portfolio requirements for ECP can be found at the back of this booklet (Design ECP Foundation).

END OF PRODUCT DESIGN PORTFOLIO REQUIREMENTS.

To improve your chances of success, please ensure that you have carefully read through the GUIDELINES and the PORTFOLIO REQUIREMENTS, analysed and correctly followed the instructions.

VENUE OF SUBMISSION FOR THE COMPLETED PORTFOLIO LISTED ON PAGE 3

DESIGN ECP FOUNDATION YEAR

Offered at the District Six Campus

Please read through the guidelines from page 4-5 before commencing with your portfolio

The Design ECP Foundation Year serves as the 'foundational year' for the extended curriculum programmes in Design in the Faculty of Informatics and Design at the District Six campus. On completion of the four-year extended curriculum programme in the Design discipline of choice, students will qualify with the Diploma in Design in the relevant discipline. Under-prepared students who wish to benefit from the diagnostic function of the complex, integrated, multidisciplinary nature of the foundation year curriculum can apply **directly** for admission to the Design ECP Foundation Year. However, applicants have to meet the minimum entrance criteria for study in one of the Extended Curriculum Programmes in Design in order to be admitted into the Design ECP Foundation Year. Students who have been accepted into the Design ECP Foundation Year of study will have to be registered in one of the approved extended curriculum programmes in Design on offer at the District Six campus. Prospective students are required to submit the following portfolio in support of their application for study in the Design ECP Foundation Year.

Drawing instructions

- Work only from direct observation. Do not work from memory or from photographs. Do not make use of technical drawings.
- Work freehand. Do not use a ruler, or trace from photographs.
- The work must be your own and completed without help.

Drawing materials

- Use white A4 paper for all your drawings.
- Draw only with pencils (HB to 4B). Do not use colour, only pencil to show your use of line, tone, texture and pattern to describe form and space.

1. SECTION A: PRACTICAL DESIGN COMPONENT

Make the following **four** observational drawings (pay attention to the examples provided):

1.1 SELF PORTRAIT

Look in a mirror and make a **carefully observed, freehand** drawing of your head and shoulders (do not draw from a photograph or your cell phone).



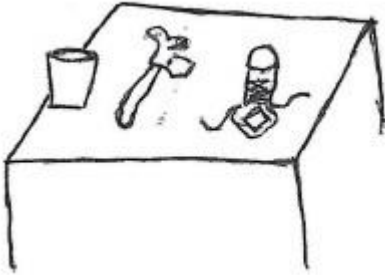
DON'T draw on a small part of your page
DON'T draw cartoon like pictures (e.g. eyes, nose and mouth)



DO use the full page
DO pay attention to the detail of you face (the shape of your eyes, nose and mouth) and **DRAW WHAT YOU SEE**

1.2 STILL LIFE (AN ARRANGEMENT OF OBJECT ON A SURFACE)

Make a freehand drawing **from direct observation** (do not draw from a photograph or your cell phone) of three objects arranged on a table top. Your choice of the following kinds of objects is required for the drawing: a drinking glass, a can opener and a shoe with laces, for example a trainer/takkie). Focus on the actual objects rather than the table top on which they have been arranged. Your drawing of the arrangement of objects should fill the page.



DON'T draw only on a small part of your page

DON'T focus on the table

DON'T draw the objects bigger than they are when on the table



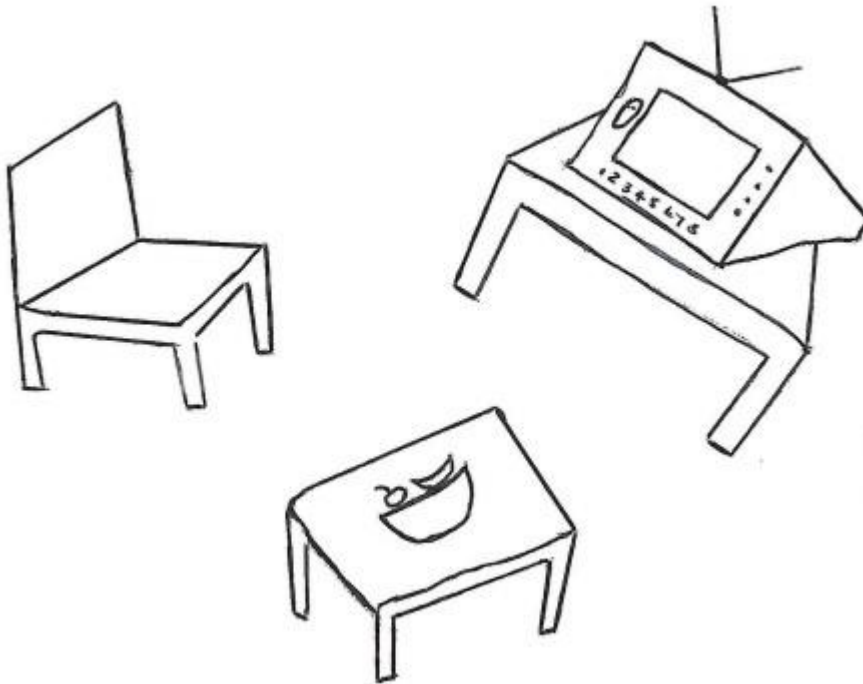
DO use the full page

DO pay attention to the detail of the objects on the table

DO draw objects' sizes as big or small as they are when next to each other

1.3 AN INTERIOR

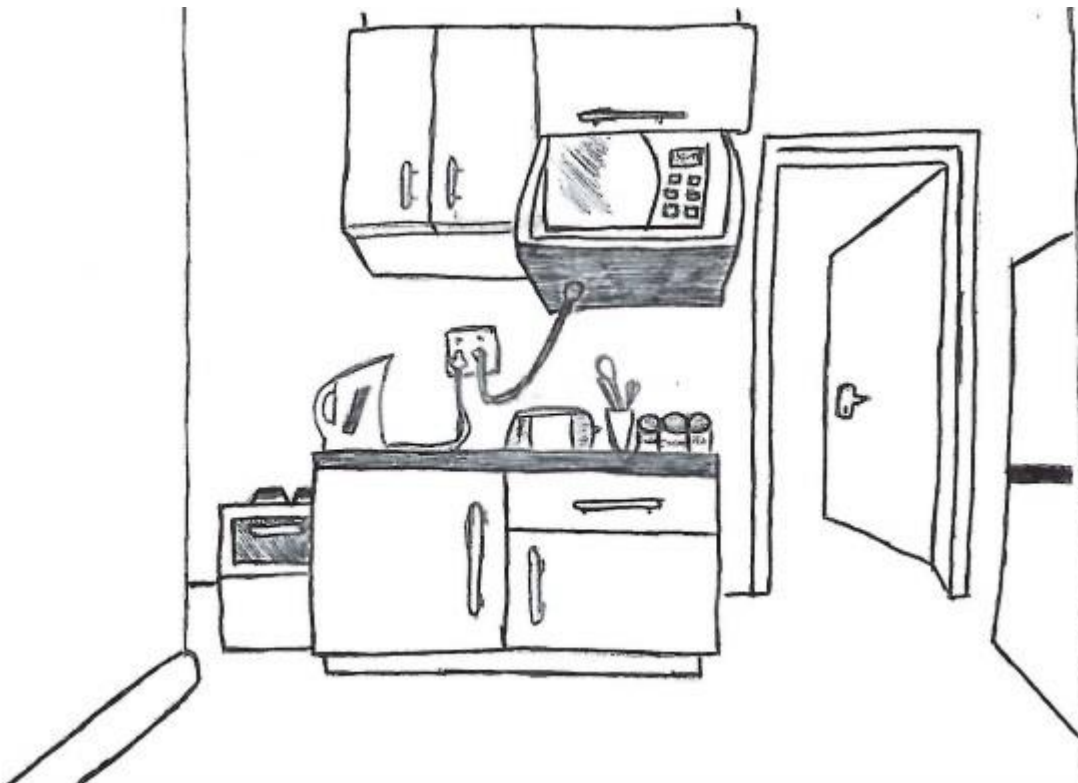
Make a **freehand drawing** (technical drawing not allowed) of the interior of a bedroom or a living room in your home. The drawing should include at least **three** items of furniture.



DON'T use the ruler to draw the room

DON'T draw furniture in the room as if they are floating in the air

DON'T leave out details of the room e.g. the walls, doors and windows



DO draw freehand, meaning-draw lines without a ruler

DO show as much details of the room as possible (walls, door etc)

DO show how far or near furniture and other things are in the room

1.4 A STORYBOARD

What is a storyboard?

A storyboard is a sequence of frames in which a story is told using only pictures. In the advertising and film industry, storyboards are used to plan and organise the content, sequence and angles of shots before filming. Like any good story, your storyboard should have a clear beginning, middle and ending. **DRAW YOUR OWN STORYBOARD** in six (6) frames to tell **ONE** of the following stories:

- 1.41 A walk to the local shop to buy your favourite food item(s) **OR**
- 1.42 Accidentally breaking something **OR**
- 1.43 Getting a big fright



DON'T use words to tell the story
DON'T leave out the background detail in the pictures of the story



DO tell a story using only pictures
DO show background details in each frame

2 SECTION B: WRITTEN COMPONENT

2.1 ESSAY QUESTION

Write a short essay explaining why you think it would help you to start your studies in Design by taking part in the multi-disciplinary Design Foundation year in the Faculty of Informatics and Design (FID) at the Cape Peninsula University of Technology (CPUT). **[450-500 words/one typed A4 page]**

END OF DESIGN ECP FOUNDATION PORTFOLIO REQUIREMENTS.

To improve your chances of success, please ensure that you have carefully read through the GUIDELINES and the PORTFOLIO REQUIREMENTS (see pages 4 - 5), analysed and correctly followed the instructions.

VENUE OF SUBMISSION FOR THE COMPLETED PORTOLIO LISTED ON PAGE 3