

POSTGRADUATE DIPLOMA IN CREATIVE MEDIA PRODUCTION



ANIMATION



AUDIO



FILM



GAMES

OVERVIEW

Postgraduate candidates will gain advanced knowledge and skill within their area of specialisation (game design, audio production, film or motion design) to apply within the local and international creative media production field. This will be supported industry-driven perspectives, critical and design thinking, problem-solving and techniques, research and development, commercial and entrepreneurial principles and practices within the creative media industry.

PROGRAMME CONTENT INCLUDES

- > Investigate research best practices and topic selection for the research project.
- > Master research tools and produce a professional research proposal.
- > Explore cultural and contextual frameworks in media practice.
- > Learn to innovate and design for problem-solving in creative media.
- > Analyse trends and technologies reshaping the global media space.
- > **Advanced elective (Advanced Game Studies, Advanced Film Production Studies, Advanced Motion Design Studies or Advanced Audio Production Studies).**
- > Creative media entrepreneurship.
- > Develop business models and entrepreneurial strategies in media.
- > Research project.
- > A self-directed research study culminating in a mini dissertation.

Qualification

Postgraduate Diploma in Creative Media Production (SAQA ID No: 125179, NQF Level 8)

Admission Requirements

A completed Bachelor's Degree (NQF 7) or Advanced Diploma in a relevant specialisation (Sound, Animation, Film or Game Design). Final-year undergraduates may apply pending the successful completion of their Degree

Duration

1.5 Years, Distance Learning (15 weeks per semester – 3 semesters; webinars, self-study & independent research – 3 online webinars per module per semester)

Intakes Per Year

March, May, July, October (Semesterly intakes subject to registration numbers)

Delivery

Online Learning (blended with practical studio work)

POSTGRADUATE DIPLOMA

IN CREATIVE MEDIA PRODUCTION



- > Demonstrate the ability to identify and articulate clear and coherent relationships between creative media design and production, cultural contexts and critical perspectives.
- > Demonstrate informed knowledge and engagement in identifying and solving complex problems in contemporary creative media contexts by applying design thinking concepts.
- > Demonstrate knowledge of and engagement in conceiving, designing and planning a strategic and effective creative media production business model.
- > Demonstrate the ability to conduct basic research to resolve a creative media production problem or question.