

# informatics and d

## ARCHITECTURAL TECHNOLOGY

Architectural practice is concerned with the process of creating the built environment and a wide range of skills and knowledge is needed. The education and training of the technologist equips him/her with a sound comprehension of building technology and techniques, architectural and contract management procedures, as well as architectural design methods, to enable him/her to play a responsible role in a complex and exciting profession. The professionally accredited architectural technology courses offered at CPUT lead to registration with the SA Council for the Architectural Profession (SACAP), a requirement to perform any form of architectural work in South Africa.

## FASHION

The aim of the course is to develop and produce designers for the South African fashion industry. The course is for creative people with a flair for fashion, style and a love of all the aspects influencing design. Major emphasis is on the creative and technical skills of design, entrepreneurship for the retail industry, pattern-making and garment construction, incorporating the use of 21st century technology. This is a career that requires dedication and consistent hard work, which results in all the glamour associated with the fashion world and its associated industries.

## FILM AND VIDEO TECHNOLOGY

The course prepares students for professional careers in HD video technology and promotes the discovery, dissemination and application of knowledge involving these technologies. In groups, students write, produce and direct documentaries, short films and community programmes. Students are trained in both the theoretical and practical aspects of filmmaking allowing them to enter the industry with a well-rounded education.

## GRAPHIC DESIGN

The course prepares students for entry into the visual communication industries. Students explore the power of words and pictures to communicate information to the public using different forms such as advertising, packaging, publication and web design. A creative, inquiring mind and strong work ethic is essential in this field.

## INFORMATION TECHNOLOGY

The course prepares students for professional careers or advanced studies in Information Technology and promotes the discovery, dissemination and application of knowledge involving Information Technology. As the field is subject to rapid technological change, it requires professionals who are well-trained, who keep up-to-date with the latest developments, and who can engage future trends and developments in the field. The programme options present career opportunities in Business Applications, Communication Networks, and Software Development.

## INTERIOR DESIGN

As the practice of Interior Design relates to Architecture on the one hand and to Product Design on the other, the aim of the course is to develop awareness and skills ranging from design in building to furniture design. Interior Design could be defined as the creative problem-solving process applied to the practical solution of three-dimensional problems, primarily within the environment of buildings.

## JEWELLERY DESIGN AND MANUFACTURE

The aim of the course is to prepare students to take their place in an emerging South African jewellery industry in managerial, marketing and manufacturing capacities, while fostering a South African design ethic that does not rely on mass plagiarism of imported images.

## JOURNALISM

Students are educated to be sensitive to diversity and transformation. They are expected to undertake research-driven journalism, including the use of technology, in a creative and responsible manner to serve the profession and society. As an important resource for local and national media organisations, students are required to complete a period of staff-supervised experiential learning.

## MULTIMEDIA TECHNOLOGY

The course prepares students for professional careers or advanced studies in multimedia technology and promotes the discovery, dissemination and application of knowledge involving multimedia technology, media design, video and sound, web development scripting and programming.

## PHOTOGRAPHY

The course equips students with the skills, knowledge and discipline essential for a successful career in photography. Graduates are competent, self-motivated and creative, producing work with a strong emphasis on conceptual content and technical skills as appropriate to a particular professional context.

## PUBLIC RELATIONS MANAGEMENT

Public relations management is a career for those who enjoy a challenge and love diversity: one day it is the seriousness of strategic communication, the next day the glamour of planning a prestigious event. You may have to get your hands dirty assembling an exhibition stand, or liaise with the media to provide the public with a perfectly presented view of an organisation, its product, its service, and its reputation. Public Relations Management graduates do it all – with lots of interesting activities in between, all centred around communication.

## SURFACE DESIGN

Surface Design prepares students to enter the Design and Lifestyle Industries, and the course requires a creative, logical and curious mind,



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as well as a strong work ethic. Students are exposed to cognitive design thinking, the business procedures and technical knowledge of aesthetic and functional surface design application to glass, wood, steel, textiles, ceramics, paper, plastics and other surfaces.

### THREE DIMENSIONAL (INDUSTRIAL) DESIGN

Three-dimensional (Industrial) design is mainly concerned with the design of mass-produced products for human use and the process may range from mechanical engineering on the one hand to ergonomics on the other. Industrial Design tends to be a "First World" activity, but local conditions do not match the same trends and the course offered is concerned with the exigencies of the South African market.

### TOWN AND REGIONAL PLANNING

The work of a Town and Regional Planner is of a diverse nature and embraces the making of informed decisions about the management, development and growth of cities, towns and regions. Town planning involves the preparation of subdivision plans, spatial development frameworks, proposals and policies based on sound research, analysis and presentation of data in the form of detailed designs, models and reports. Town and Regional Planners are often employed by private planning firms, local and provincial authorities, state departments and non-governmental organisations.



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