

QUALIFICATION REFERENCE: OWI/01
QUALIFICATION TITLE: BACHELOR OF ARTS IN VISUAL
COMMUNICATION DESIGN

Additional requirements for WIL component as part of BA in
Visual Communication Design degree submission

- 1 *Explain how the guidelines for the workplace-based learning component of the programme provide clarity on the roles and responsibilities of all involved parties and incorporate ethical and educational considerations. How is the information in the guidelines communicated to students?*

It is expected from the student to function as an active participant of the design studio or advertising agency. If the student is not allowed to participate in the creation of the projects, the student must see that he/she is as helpful as possible in any other way (Please see WIL Policy (attached) for more clarity). Please see the Experiential Learning Student Feedback Form (attached) and Experiential Learning Employer Feedback Form (attached) for more information. The document outlines the expectations placed on students – they are to complete 240 hours of experiential learning at a recognised studio. All students are informed timeously by the Academic Coordinator of the requirements and also furnished with the necessary documents.

In addition to this, students are also to take the compulsory elective course, Business Practice (attached). The latter is worth 5 credits and assessed through formal testing and a practical project. The Business Practice elective aims to equip the learner with a strong foundation of entrepreneurship and business management theory. The assessment of students for this module will not only test the theoretical knowledge but also the practical application of theory as well. The course consists out of a series of lectures and discussion sessions to develop the knowledge and abilities of the student specifically pertaining to the business environment.

The combination of the Business Practice elective and the Experiential Learning equips students with the necessary skills in order to navigate the workplace environment with much success.

- 2 *Who takes responsibility for placement of students in appropriate work-based learning sites, and how does the responsible person organise the placements? Are the required formal agreements in place? (Provide appropriate detail.)*

OWI is under no obligation to place any student. It is the duty of the student to find a suitable place of temporary employment. A contact list of studios, agencies and printing houses as well as employment opportunities are provided to students via e-mail. No formal agreements are in place between OWI and relevant design studios and advertising agencies. The onus is on the student to find a suitable employer.

Students have to contact the company of their choice personally to make arrangements for starting their practical training and, should the company request it, arrange to provide them with their Curriculum Vitae and portfolio.

Students will be provided with an evaluation form that they have to hand to their manager on the day they start working at the company as well as guidelines for completing the student report. It is the student's responsibility to ensure that OWI receives the manager's report in time. The Academic Coordinator ensures that all reports (both Student and Employer Feedback Forms) are submitted timeously in order for students to be awarded with the BA in Visual Communication degree.

The Business Practice elective is compulsory for all students at third-year level of the degree programme. As a result students are required to complete the 5 credits that this component is worth.

3 How is workplace-based learning monitored, supervised and assessed?

It is compulsory for final-year students in Visual Communication to complete **6 weeks/30 working days/240 hours** experiential learning at a recognised studio, company or agency of their choice in order to qualify.

It is expected from the student to function as an active participant of the design studio or advertising agency. The manager/mentor will be given an evaluation form drawn up by The Open Window on the day the student starts working at the company. This form has to be returned to the student on completion of his/her training to hand in at The Open Window. A signed confirmation notice on the company's letterhead of the student's employment must accompany the evaluation form.

Evaluation reports: The student must report to the Academic Coordinator of the experiential learning programme to receive the briefs and assessment forms (one for the employer and one that has to be compiled by the student).

Portfolio: Examples of work done by the student during experiential learning forms must be submitted as part of the student's year-end portfolio.

- **The manager's report:** The creative manager of the company must monitor and assess the student's contribution and performance during the period of experiential learning on the following:
 1. **Involvement:** the involvement expected of the student in the activities of your company:
 2. **Professionalism:** the student's conduct with regard to punctuality, professional appearance and behaviour in the working environment:
 3. **Conceptualisation and problem solving ability:** the student's ability to engage in conceptual and problem solving discussions in an intelligent and articulate manner and the student's ability to show sufficient creativity in solving conceptual and design briefs.

4. **Technical skills:** the student ability to demonstrate competent computer and technical skills in the solving of project briefs.
 5. **Design practice:** the student's ability to handle professional projects from client brief to finished artwork.
 6. **Co-operation** and interpersonal relationship with other members of the creative team (the ability to work towards a common goal).
 7. **Consideration** towards employers and clients.
 8. **Motivation:** the realistic achievement within time constraints and considering the intensity of work.
 9. **Leadership potential**
 10. **Sense of responsibility:** the student's willingness to accept complete assignments and capability in completing these assignments.
 11. **Initiative**
 12. **Critical faculty:** objectivity and realistic criticism.
 13. **Most commendable characteristics**
 14. **Areas in need of further development**
 15. **Professional skills most lacking**
 16. **Employability of student**
- **The student's report:** The student must write and hand in a report on his/her experience at the agency addressing the following issues:
 1. Involvement: a full report on the student's activities during the period of experiential learning.
 2. Description of the product/s and the structure of the company, e.g. the number of art directors, copywriters, designers, editors, junior designers, etc.
 3. The company's conduct with regard to punctuality, professional appearance and behaviour in their working environment.
 4. Engagement of the employees of the company in brainstorming and creativity exercises in solving conceptual and design briefs. Was the student allowed to partake in conceptual and problem-solving discussions?
 5. Technical skills: the level of technical competency of the employees at the company.
 6. Design practice: the company's handling of professional projects from client brief to finished artwork.
 7. The ability of the employees to co-operate with each other and their interpersonal relationships with other members of the creative team.
 8. Evaluation of the agency's client relationships.
 9. The intensity of work within the time constraints.
 10. What the student considers as the most important thing learned during the period of experiential learning.
 11. Suggestions on how The Open Window can improve on their training to bridge the gap between the learning environment and the industry.

Summary report

A feedback report is compiled of all the agencies' reports as well as the students' reports for the attention of the Academic Committee. The latter is used for internal self-evaluation of curricula in an attempt to continuously improve the OWI offering. There is no formal assessment involved in this process, nor does the Experiential Learning contribute to the credits required as part of this degree. The Business

Practice elective contributes 5 credits to the overall 120 credits required at third-year level for the BA Visual Communication Design degree.



BA DEGREE IN DESIGN STUDIES

STUDY GUIDE

BUSINESS PRACTICE

**The Open Window School of Visual Communication
School of Design Studies**

Lecturer:

Email:

Lecture Hall:

BUSINESS PRACTICE

Subject code	DS_BP 301
Status of subject	Elective (Compulsory)
Credits	5
Contact hours	8 hours
Pre-requisites	None
Studio	Auditorium
Subject manager	Adèle Adendorff
Lecturer	TBC

1 Course overview

The Business Practice module aims to equip the learner with a strong foundation of entrepreneurship and - business management theory. The assessment of students for this module will not only test the theoretical knowledge but also the practical application of theory as well.

The course consists out of a series of lectures and discussion sessions to develop the knowledge and abilities of the student specifically pertaining to the business environment. How do we start a business? What is a business opportunity? How can I use the business model and business plan? What should I look out for when managing a business? These are some of basic questions this module aims to answer.

2 Module outcomes

On completion of the module students should be able to:

- Demonstrate a basic understanding of the theory covered in part 1 by means of a formal written test.
- Demonstrate a thorough understanding of the business model as business planning and assessment tool by completing the practical group assignment.

3 Assessment activities

3.1 Theoretical test

In the first part of this module students will be expected to write a formal test on the work covered in PART 1 during Week 8. The test will be 50 marks (1 hour).

3.2 Practical assignments

In the second part of this module students will be expected to devise a new business model for a product or service which will be presented during Week 8 by means of a group presentation. Groups must consist of 5 or 6 members. Students are allowed to use print and digital media to present the various aspects of their respective business models. The duration of the presentations should not be longer than 15 minutes and allow for an extra 10 minutes to answer questions from the examiners

4 Module content

The following content will be covered during this module:

Component	Sub-components
Entrepreneurship and entrepreneurs	<ul style="list-style-type: none">• Nature and development of Entrepreneurship• The Entrepreneur
The Entrepreneurial process	<ul style="list-style-type: none">• Creativity and business opportunity• The window of opportunity• The business plan• Getting the business started• Networking and support
The Business Model	<ul style="list-style-type: none">• Understanding the elements of the Business model
Alternative routes to Entrepreneurship	<ul style="list-style-type: none">• Buying a franchise• International business opportunities

5 Assessment criteria

On completion of this module learners are assessed on their ability to:

- Understand the theoretical content covered in PART 1
- Demonstrate skills and understanding pertaining to the business model that is discussed in PART 2 of the module.

Mark breakdown

Theoretical test (work covered in Week 1 to Week 6): **50%** + Group assignment (presentation of business model): **50%**

6 Module programme

PART 1

Week	Themes / Topics
1	<ul style="list-style-type: none">• Module brief.• Introduction to theory.
2	<ul style="list-style-type: none">• Nature and development of Entrepreneurship.• Class discussion.
3	<ul style="list-style-type: none">• The Entrepreneur• South African Entrepreneur.
4	<ul style="list-style-type: none">• Creativity and Opportunity
5	<ul style="list-style-type: none">• The Business Plan
6	<ul style="list-style-type: none">• The Business Plan (Continued)
7	<ul style="list-style-type: none">• Revision
8	<ul style="list-style-type: none">• Test (Assessment)

PART 2

Week	Themes / Topics
1	<ul style="list-style-type: none">Brief and introduction to theory
2	<ul style="list-style-type: none">Getting the business started.
3	<ul style="list-style-type: none">The Business model and discussion of brief.
4	<ul style="list-style-type: none">Entrepreneurial Networking and support in South Africa.
5	<ul style="list-style-type: none">Buying a franchise.
6	<ul style="list-style-type: none">International Business Opportunities.
7	<ul style="list-style-type: none">Student groups mock presentations.
8	<ul style="list-style-type: none">Final group presentations and assessment.

7 Learning resources

7.1 Prescribed material

Nieman, G. & Nieuwenhuizen, C. (eds.). 2014. Entrepreneurship: a South African perspective. 3rd ed. Pretoria: Van Schaik Publishers.

7.2 Recommended Articles

Matthews, J. H. 2007. Creativity and Entrepreneurship: Potential Partners or Distant Cousins? Paper presented at the 21st ANZAM Conference, Sydney, Australia:1-17. [Online] Available from: <http://www.hbs.edu/faculty/Publication%20Files/12-096.pdf>

Lukić, J. 2012. Creativity and innovation as the driving power of entrepreneurship. Paper presented at the Electronic International Interdisciplinary Conference, Serbia, 2-7 September:83-87 [Online] Available from: Proquest: <http://0-onlinelibrary.wiley.com/innopac.up.ac.za/doi/10.1111/j.1467-8691.2006.00396.x/pdf>

Hornaday, J. A. & Aboud, J. 1971. Characteristics of successful entrepreneurs. Personnel Psychology Journal, 24(1):141-153. [Online] Available from: <http://www.taranomco.com/wp-content/uploads/2013/11/64.pdf>



WORK INTEGRATED LEARNING POLICY

Work-based learning is compulsory for all final year Degree students. Students, who fail to complete their Work-based learning or to provide the School with both the manager and student reports, will not receive a qualification.

1 DURATION

Degree students must spend at least six weeks during the holidays throughout the academic year (30 working days or 240 hours) working in a recognised company, agency or studio. Degree students do not attend class and must complete their Work-based learning session during this period.

2 MONITORING AND EVALUATION OF WORK-BASED LEARNING

Evaluation reports: Students must report to the coordinator of the WIL programme to receive the briefs and assessment forms (one for the employer and one that has to be compiled by the student).

The manager's report: The creative manager of the company must monitor and assess the student's contribution during the period of Work-based learning. The student's mentor at the agency must complete and mail this report to OWI's WIL programme coordinator or hand it to the student on the last day of work.

The student may hand in the report as soon as a session has been completed, but it must be submitted no later than the day the student presents his/her portfolio at the end of the year.

BOTH reports must be handed in by **15 February** of the following year.

Work and projects done during the Work-based learning period must be included in the year-end portfolio where possible.

3 CHOICE OF COMPANY/STUDIO OR AGENCY

The company, studio or agency must be recognised and active in the creation or production of products in the respective fields. Reproduction and printing bureaus, design studios, multimedia studios, video editing and special effects houses, animation studios, et cetera. Students will also be notified of internship opportunities by OWI.

4 THE ROLE OF THE STUDENT

It is expected from the student to function as an active participant of the design studio or advertising agency. If the student is not allowed to participate in the creation of the projects, the student must see that he/she is as helpful as possible in any other way.

5 PLACEMENT OF THE STUDENTS

OWI is under no obligation to place any student. It is the duty of the student to find a suitable place of temporary employment. A contact list of studios, agencies and printing houses as well as employment opportunities are provided to students via e-mail. Students must ensure that their e-mail addresses are correct.

6 THE PROCESS

Students have to contact the company of their choice personally to make arrangements for starting their practical training and, should the company request it, arrange to provide them with their Curriculum Vitae and portfolio.

Students must discuss their plans with OWI's WIL coordinator who will record their place of employment. Students will be provided with an evaluation form that they have to hand to their manager on the day they start working at the company as well as guidelines for completing the student report. It is the student's responsibility to ensure that OWI receives the manager's report in time.

7 PART-TIME WORKERS

Students who are employed part-time must inform the WIL coordinator of this fact. These students will also need to submit both evaluation forms.

8 EXPERIENTIAL LEARNING MONITORING PROCEDURES

It is compulsory for final-year students in Visual Communication to complete **6 weeks/30 working days/240 hours** experiential learning at a recognised studio, company or agency of their choice in order to qualify.

It is expected from the student to function as an active participant of the design studio or advertising agency. The manager/mentor will be given an evaluation form drawn up by The Open Window on the day the student starts working at the company. This form has to be returned to the student on completion of his/her training to hand in at The Open Window. A signed confirmation notice on the company's letterhead of the student's employment must accompany the evaluation form.

9 MONITORING AND EVALUATION OF EXPERIENTIAL LEARNING

Evaluation reports: The student must report to the coordinator of the experiential learning programme to receive the briefs and assessment forms (one for the employer and one that has to be compiled by the student).

Portfolio: Examples of work done by the student during experiential learning forms must be submitted as part of the student's year-end portfolio.

- **The manager's report:** The creative manager of the company must monitor and assess the student's contribution and performance during the period of experiential learning on the following:

1. **Involvement:** the involvement expected of the student in the activities of your company:
2. **Professionalism:** the student's conduct with regard to punctuality, professional appearance and behaviour in the working environment:
3. **Conceptualisation and problem solving ability:** the student's ability to engage in conceptual and problem solving discussions in an intelligent and articulate manner and the student's ability to show sufficient creativity in solving conceptual and design briefs.
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5. **Design practice:** the student's ability to handle professional projects from client brief to finished artwork.
6. **Co-operation** and interpersonal relationship with other members of the creative team (the ability to work towards a common goal).
7. **Consideration** towards employers and clients.
8. **Motivation:** the realistic achievement within time constraints and considering the intensity of work.
9. **Leadership potential**
10. **Sense of responsibility:** the student's willingness to accept complete assignments and capability in completing these assignments.
11. **Initiative**
12. **Critical faculty:** objectivity and realistic criticism.
13. **Most commendable characteristics**
14. **Areas in need of further development**
15. **Professional skills most lacking**
16. **Employability of student**

- **The student's report:** The student must write and hand in a report on his/her experience at the agency addressing the following issues:

1. **Involvement:** a full report on the student's activities during the period of experiential learning.
2. **Description of the product/s and the structure of the company,** e.g. the number of art directors, copywriters, designers, editors, junior designers, etc.

3. The company's conduct with regard to punctuality, professional appearance and behaviour in their working environment.
4. Engagement of the employees of the company in brainstorming and creativity exercises in solving conceptual and design briefs. Was the student allowed to partake in conceptual and problem-solving discussions?
5. Technical skills: the level of technical competency of the employees at the company.
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7. The ability of the employees to co-operate with each other and their interpersonal relationships with other members of the creative team.
8. Evaluation of the agency's client relationships.
9. The intensity of work within the time constraints.
10. What the student considers as the most important thing learned during the period of experiential learning.
11. Suggestions on how The Open Window can improve on their training to bridge the gap between the learning environment and the industry.

Summary report

A feedback report is compiled of all the agencies' reports as well as the students' reports for the attention of the Academic Committee.

EXPERIENTIAL LEARNING ASSESSMENT (2014) - EMPLOYER

Thank you for your cooperation. We appreciate your feedback.

Please complete and return the form **no later than end February 2015**.

You may hand it to the student or email registrar@openwindow.co.za or fax to 012-665 0253.

IMPORTANT: This evaluation form must be accompanied by a signed confirmation notice – on the company's letterhead – of the student's employment with your company.

Student Name & Surname	
Date of experiential learning employment	From: To: Total hours worked:
Mentor Name & Surname Company Position Tel no Email address	
The company specialises in:	

.....
Signature

.....
Date

FEEDBACK

Involvement: The involvement that you expected of the student in the activities of your company:

Observation only	General office maintenance and administration duties	Moderate involvement with creative projects	Full execution of creative briefs	Full involvement: Sitting in on meetings with clients, brainstorming, execution and production
Remarks				

Please complete the following questionnaire by allocating a grade to the student's performance.

[1 and 2: Extremely poor] [3 and 4: Poor] [5 and 6: Good] [7 and 8: Very good]
 [9 and 10: Excellent] NA: The student was not given the opportunity

1. **Professionalism:** Indicate the student's conduct with regard to punctuality, professional appearance and behaviour in the working environment:

1	2	3	4	5	6	7	8	9	10	NA
Remarks:										

2. **Conceptualisation and problem solving ability:** Was the student able to engage in conceptual and problem solving discussions in an intelligent and articulate manner? Did the student show sufficient creativity in solving conceptual and design briefs?

1	2	3	4	5	6	7	8	9	10	NA
Remarks:										

3. **Technical skills:** Did the student demonstrate competent computer and technical skills in the solving of project briefs?

1	2	3	4	5	6	7	8	9	10	NA
Remarks:										

4. **Design practice:** the student's ability to handle professional projects from client brief to finished artwork

1	2	3	4	5	6	7	8	9	10	NA
Remarks:										

5. **Co-operation** and interpersonal relationship with other members of the creative team (the ability to work towards a common goal)

1	2	3	4	5	6	7	8	9	10	NA
Remarks:										

6. **Consideration** towards employers and clients

1	2	3	4	5	6	7	8	9	10	NA
Remarks:										

7. **Motivation:** consider the intensity of work and realistic achievement within time constraints

1	2	3	4	5	6	7	8	9	10	NA
Remarks:										

8. **Leadership potential**

1	2	3	4	5	6	7	8	9	10	NA
Remarks:										

9. **Sense of responsibility** (is the student willing to accept complete assignments and is the student capable of completing these assignments?)

1	2	3	4	5	6	7	8	9	10	NA
Remarks:										

10. **Initiative**

1	2	3	4	5	6	7	8	9	10	NA

Remarks:

11. Critical faculty (objectivity and realistic criticism)

1	2	3	4	5	6	7	8	9	10	NA
Remarks:										

GENERAL

1. What do you regard as his/her most commendable characteristics?

2. In which areas is further development necessary?

3. Which professional skills are mostly lacking?

4. Would you appoint this person if he/she should apply for a vacant post at your company?

5. Remarks (any further information that might be relevant)



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info@openwindow.co.za
www.openwindow.co.za

Signature: _____

Date: _____

EXPERIENTIAL LEARNING ASSESSMENT (Student feedback) - 2014

PLEASE NOTE: This feedback report **together with the evaluation report from the company must be handed in**. It is imperative that we receive both reports on or before **end February 2015**. Please email your report to info@openwindow.co.za

NAME OF STUDENT: _____

STUDENT NUMBER: _____

DATE OF EXPERIENTIAL LEARNING: **FROM:** ____/____/____ **TO**
____/____/____

POSITION: _____

COMPANY: **NAME:** _____

TEL. (____) _____

FAX. (____) _____

MENTOR'S NAME: _____

Please address all these issues in your report.

1. Involvement: What did the company expect of you as a student? Provide a full report on your activities during the period of experiential learning. (No longer than half a page)
2. Describe the product/s of the company (One sentence)
3. Illustrate or describe the structure of the company, e.g. the number of art directors, copywriters, designers, editors, junior designers, etc. (Diagram to show the structure of the company)
4. Indicate the company's conduct with regard to punctuality, professional appearance and behaviour in their working environment. (1-2 paragraphs)
5. How and how much did the employees of the company engage in brainstorming and creativity exercises in solving conceptual and design briefs? Were you allowed to partake in conceptual and problem-solving discussions? (Short paragraph)
6. Technical skills: What is the level of technical competency of the employees at the company? (Short paragraph)



7. Design practice: Did the company handle professional projects from client brief to finished artwork (Short paragraph)
8. How did you experience the ability of the employees to co-operate with each other and their interpersonal relationships with other members of the creative team (Short paragraph)
9. Evaluate their client relationships (1 – 3 paragraphs)
10. How did you experience the intensity of work within the time constraints? (Short paragraph)
11. What do you consider the most important thing that you have learned during your period of experiential learning? (1 – 3 paragraphs)
12. In your opinion, how can The Open Window improve on their training to bridge the gap between the learning environment and the industry? (Short paragraph)