







# A career in design?

Designers shape the world around us. Think about the design of the building you are in, the digital interface of your cellphone or the clothes you are wearing. These are examples of design that we can see and touch. But design is broader than this, and includes the design of services and systems too. Think of the way a bus service runs, the route it travels and where it stops. This is an example of transport system design.

There are many exciting careers in the broad field of design. The aim of this poster is to give you information on designrelated career options to help you think about an area that appeals to your interests and strengths. Use the directory to find art and design centres you can attend while you are at school, and tertiary colleges and universities to apply to

# What does a designer do?

Graphic designers create company logos, packaging for products and magazine layouts; industrial designers create products like cell phones and kitchen appliances; and architects design houses, apartment blocks and shopping centres. It is a designer's job to come up with ideas that improve the way things work.

One of the most exciting things about design is that it is increasingly being used to help find solutions to tough problems. We need homes that use less energy, healthcare systems that serve patients better and products that are made using fewer resources. Using creativity and skill, designers can play a role in helping solve each of these problems.





Cape Town, 8001 Tel: +27(0) 21 461 1488

## Where to study.

If you want to study design after school there are many colleges and universities to choose from. A lot will depend on your finances as many design colleges can be expensive, but if you are previously disadvantaged you may be able to apply for a bursary to help cover costs.

If funding is an issue, the Cape Peninsula University of Technology (CPUT) is a good first option to explore as they offer a wide variety of design courses and have good financial support available.

Once you have found a career you are interested in try to job shadow for a few days to get first hand experience and see the kinds of activities that are involved in the job. It will give you a chance to speak to designers working in the industry and ask for their recommendations on where to study. To organise an internship you will need to contact a local advertising agency, design studio or other place of work and ask if you can job shadow.

## Preparing to study.

Entry requirements differ from course to course. Some courses, like Engineering and Architecture, will ask for specific grades in subjects such as Science and Maths. Others will ask for a National Senior Certificate and a portfolio of work to show your creative talent. It's best to find out the entry requirements far in advance so that you can be prepared.

Enquire about when your application needs to be submitted. Applications can close as early as 6 months prior to the start of the course. If you can't afford to study after Matric, find a mentor working in your chosen field to give you advice and guidance. Many designers are self-taught, and with determination, curiosity and good tutorials on the Internet, it is possible to create a portfolio of work to get your first job.



Download posters of each design character from our website www.ccdi.org.za

Navigate to the 'Design Support' tab then 'How do I become a designer?'

## Be your own boss.

Creative people often start successful businesses because they are able to see and create opportunities that others may miss. By using your creative skills and vision you can set up your own business and create your own income, and one day hopefully employ others too!

If you are interested in business you can start small and slowly grow your idea. If you become a graphic or web designer you can sell design services to other businesses, and if you become a furniture designer or industrial designer you can set up a store and sell your products.

To run a successful business you will need good design and business skills. You can acquire business skills through further training or by collaborating with others. The Cape Craft + Design Institute (CCDI) exists to support creative businesses. It is free to become a member and you can access subsidised business workshops and other support that will help you take your business to the next level.

## **Directory:**



The following Art Centres offer Design and Art as school subjects. Many of the Art Centres offer after-

Children's Art Centre - Walmer Estate Drawing, Painting, Ceramics, Sculpture & Textile Design for Gr R – 7 www.thechildrensartcentre.co.za 021 465 3140

Battswood Arts Centre - Grassy Park Art, dance, drama and music 021 706 5792

Frank Joubert Art Centre -Newlands Visual Art and Design for Primary and High School learners www.frankjoubertartcentre.co.za 021 683 2720

Hugo Naude Arts Centre -Worcester Creative Art Classes for Gr 8 and 9; Visual Art and Design for Gr 10 – 12 kunssentrumhugonaude.co.za 023 347 1552

Jack Meyer Art Centre - Paarl Visual Arts & Design for Gr 10 – 12 jackmeyerart.blogspot.co.za 021 872 2095

PJ Olivier Art Centre - Stellenbosch General Art for Gr 8 and 9; Design and Visual Art for Gr 10 – 12 www.artcentre.co.za

Tygerberg Art Centre - Parow Visual Art and Design for high school students 021 939 9293

021 886 4854

Community Organisations:

arts and creative training for school

Innovate South Africa provides a platform to ignite creative thinking, nurture invention and encourage entrepreneurship among young people. One of their programmes is Innovate the Cape, a high school innovation challenge that invites high school learners to think of the challenges in their communities and dream of solutions to address them. Students submit their ideas online and those with the best designs receive funding and support to materialise their ideas. www.innovatesa.org 021 685 0991

Amy Biehl Foundation provides a variety of after school programmes including Creative Arts. Some programmes include lessons in basic art and painting skills and training in various musical instruments. www.amybiehl.co.za | 087 150 9741

Lalela Project offers after school art workshops in Masiphumelele, Hangberg, Imizamo Yethu, Mfuleni and Nyanga. www.lalela.org | 021 790 1108

Tech, Business & Entrepreneurship Courses

R-LABS - Bridgetown R-LABS Leadership Academy offers young people aged 18 – 25 an extensive programme in community development, entrepreneurship, digital technology, social innovation and leadership. Design-related courses include introduction to computers, digital essentials, web publishing, principles of graphic design, photography and userinterface design. R-LABS offers many scholarships to attend training. www.rlabs.org | 021 699 1453

The Raymond Ackerman Academy -V&A Waterfront A post-matric level programme that teaches entrepreneurial and life skills for a period of six months. The course provides a tertiary education to those who cannot afford to attend university. www.ackermanacademy.co.za

021 406 3208

Cape Innovation and Technology Initiative (CiTi) - Woodstock and Khayelitsha

CiTi prepares South Africa's youth for jobs in the tech industry. They offer employment-focused IT training and aim to prepare young people for the working world. They offer entrepreneurship and digital skills training from basic computer literacy courses, to courses for people with a business idea to those running mature tech business. www.citi.org.za | 021 409 7000

codeX - V&A Waterfront codeX is a full-time apprenticeship where students build real projects for real companies. Students learn industry standard programming languages like Java, PHP, Python, and Javascript. After a year at codeX students are connected to job opportunities or given guidance in setting up their own business. There are sponsorships available to cover tuition, transport, and living stipends. Applicants need to complete Codecademy courses (free online coding courses) in HTML & CSS and JavaScript to get into codeX. www.projectcodex.co | 021 832 0955

Code4CT - Rondebosch Code4CT is an 18 month programme for high school girls that introduces them to coding, design thinking and the possibilities in the tech industry. They receive lessons in HTML, CSS JavaScript, UX and WordPress and are able to design websites for real

www.code4ct.com | 021 685 0991

Codespace - Rondebosch Codespace equips South African youth with the skills they need to be innovative web developers. It is a fulltime 5 month course. Students learn web development, design thinking and undergo professional development to prepare them for the working world. Students need to be between 18 – 24 and have a Matric exemption with a pass in Maths and English.

021 685 0991 I-CAN (Interactive Community Access Network) - Elsies River I-CAN aims to enhance the innovation and creativity of citizens. They provide a range of courses in various areas such as digital media, programming, app development, film production and

www.innovatesa.org/codespace

entrepreneurship. www.i-can.org.za | 021 827 0025 The Cape Craft + Design Institute (CCDI) - Cape Town CBD

The CCDI supports individuals to grown their creative businesses. They offer a range of business courses covering business vision, costing and pricing, social media and more. They also have a prototyping lab where designers, makers and craft producers can receive help in prototyping their products, as well as a programme to help people find new markets. CCDI also offers support for more mature businesses seeking export guidance and funding opportunities. www.ccdi.org.za | 021 416 1488

#### **Bridging Courses & Vocational Training:**

Learn to Earn - Khayelitsha Learn to Earn offers a one year Graphic Design bridging course. It requires a Matric Exemption Certificate, computer literacy skills and an entrance portfolio and costs roughly R1200. The course serves to bridge the gap between high school education and entrance into tertiary education. They also offer courses in business skills, computer skills, basic handyman skills, sewing and woodwork. www.learntoearn.org.za Tel: 021 361 5972

Cape Peninsula University of Technology (CPUT) CPUT's General Design Foundational Year prepares unqualified students for a three-year undergraduate programme in design. Admission requirements include a portfolio, drawings, a written submission and an interview. www.cput.ac.za | 021 959 6767

The Communiversity of South Africa is a pre-professional foundation programme that prepares students for employment, career training programmes or further education by offering practical training in trades, skills, and professional development. www.communiversitysa.org 021 824 0055

## Do you have what it takes?

Innovative and creative thinker

**Problem-solving abilities** 

Attention to detail

Strategic planner

Can work towards deadlines

**Empathy** 

**Self-discipline** 

**Self-motivation** Perseverance

Strong communication skills

**Team player** 

## Tertiary Institutions:

#### **Public Universities**

Offering a range of foundation to postgraduate degrees and diplomas.

Cape Peninsula University of Technology (CPUT): Architectural Technology, Design, Fashion, Graphic Design, Information Technology, Interior Design, Jewellery Design, Multimedia, Photography, Surface Design, Town & Regional Planning, Film & Video. Engineering: Chemical, Civil, Electrical, Mechanical, Maritime, Industrial, Systems

University of Cape Town: Architecture, Film & Media, Fine Art. Engineering: Chemical, Civil, Electrical, Mechanical www.uct.ac.za

www.cput.ac.za

021 460 3911

021 650 9111

University of Stellenbosch: Visual Arts: Fine Arts, Jewellery Design, Visual Communication. Engineering: Chemical, Civil, Electrical, Industrial, Mechatronic, Mechanical.

#### www.sun.ac.za 021 808 9111

University of the Western Cape: Technology Education, Urban Planning www.uwc.ac.za 021 959 3900

Colleges Offering skills-based technical design

degrees, diplomas and certificates.

Boland College: Electrical & Civil Engineering, Building Construction & Design www.bolandcollege.com 021 886 7111

College of Cape Town: Art & Design, Jewellery, Electrical & Civil Engineering www.cct.edu.za 021 404 6700

False Bay College: Engineering Studies, Animation www.falsebaycollege.co.za 021 701 1340

#### Northlink College: Engineering Studies, Building Skills www.northlink.co.za 08600 65465

**Engineering Studies www.sccollege.co.za** 044 884 0359

South Cape College:

West Coast College: **Engineering Studies** www.westcoastcollege.co.za 022 482 1143

#### **Private Institutions**

AAA School of Advertising: Creative Brand Communication, Marketing www.aaaschool.co.za 021 422 1800

BHC School of Design: Interior Design & Decorating www.designschool.co.za 021 447 7288

Cape Town Creative Academy: Communication Design, Interaction Design, Audio Visual Studies www.ctca.co.za 021 201 1150

Cape Town School of Photography: Photography & Video www.ctsp.co.za 021 465 2152

#### Concept Interactive: Web Design, Interactive Graphics, Print Media www.conceptinteractive.co.za 021 202 7890

Film & Television, Multimedia Design, www.cityvarsity.co.za 021 466 6800

Corner Stone: Media Studies www.cornerstone.ac.za 087 755 7755

Design Academy of Fashion: www.daf-academy.co.za

021 448 9379

www.design-time.co.za
021 447 9537 Elizabeth Galloway Academy: www.elizabethgalloway.co.za

FEDISA: www.fedisa.co.za 021 424 0975

021 880 0775

Friends of Design:
Digital Design, Print Design &
Publishing, Web Publishing &

#### Interactive Media, Game Graphics & Multimedia Entertainment www.friendsofdesign.net 021 402 0303

Inscape College: Interiors, Built Environment, Graphics, Marketing and Communication Design, Ideation, Interaction, Audio Visual, Fashion, Jewellery www.inscape.co.za 021 462 6915

Kingsway College: Civil, Electrical & Mechanical www.kingswaycollege.co.za 021 421 9170

Midrand Campus: Graphic Design www.mgi.ac.za 021 674 6567

Prestige Academy: 3-D animation, Graphic Design / Visual Communication, Web Design www.prestigeacademy.co.za 021 949 5036

Red & Yellow School of Wisdom & Graphic Design, Art Direction, Illustration, Digital Design, Photography www.redandyellow.co.za

021 462 1946

Ruth Prowse Art School: Graphic Design, Illustration, Jewellery www.ruthprowse.co.za 021 447 2492

SAE: Animation, Audio, Film capetown.sae.edu 087 351 0828

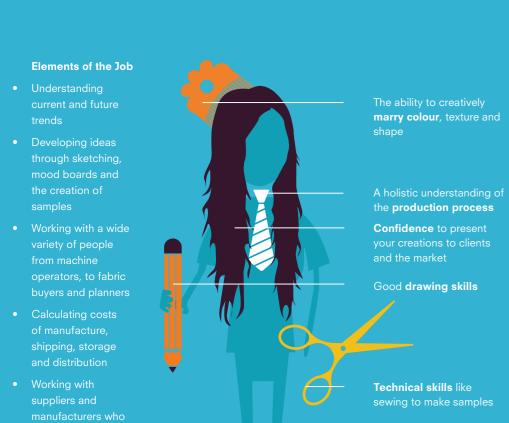
Stellenbosch Academy of Design and Photography Visual Communication, Photography www.stellenboschacademy.co.za 021 880 2623

Tag443 College: Design Foundation, Furniture Design, Architecture, Eco Design www.tag443.co.za 021 447 2594

The Animation School: **Digital Animation** www.theanimationschool.co.za 0861 822 233

Vega School: Brand Communication, Brand Management, Digital marketing, Gaming, Design, Photography www.vegaschool.co.za 021 461 8089





### **Fashion** Designer

may be in different

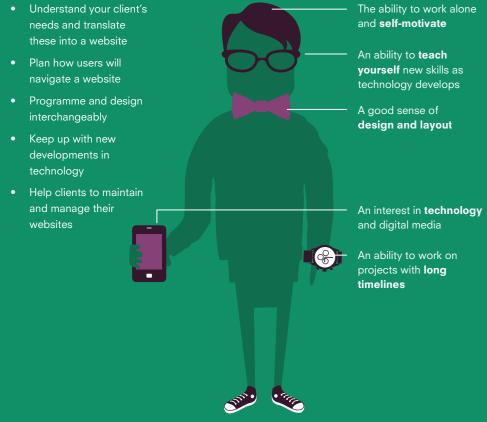
A fashion designer fuses fabrics, colour, texture and shape to create interesting designs. There are many different areas within the fashion industry ranging from clothing and accessory design to jewellery design. Related careers include fashion buying and material sourcing. Many of the jobs that exist in this sector are with large retailers, or you can set up your own business and manufacture your own garments. You should have good taste, confidence and sense of personal style.

#### **Elements of the Job** the features and limitations of different materials Working within production budgets and compromising where necessary • Trying to think of the plastic and fabric

### **Furniture** Designer

**Elements of the Job** 

Furniture designers design the objects we use everyday in our homes, at school and in offices such as tables, cupboards and chairs. Furniture not only adds function and practicality to a space, it also adds style and personality. You need to have a love of materials, a strong understanding of the production process and a good sense of form (what makes something look 'right' and appealing). Some furniture designers set up their own brands and produce their products independently while others go and work for architects or retailers.



### Web Designer

Web designers are responsible for creating websites, apps and user interfaces. Web design embraces many of the same principles as graphic design but in the digital realm. Websites are made up of a 'back-end' and a 'front-end'. Web designers mainly work on the front-end, which is the part of a website that users see. The back-end is all the programming that makes the site function. Some web designers handle both the front and back end. Web designers need to fuse technical knowledge with creative expertise to create an easy to use, interactive product.

# An ability to think about how objects work in **3D** An **eye for detail** and the ability to refine ideas Enjoying being hands-An interest in different products, from wood to

### **Art Director**

**Elements of the Job** 

day from designing t

Switching between

Selecting the right

Being your own

invoices and ensuring

Dealing with suppliers

Designer

A designer-maker is a creative and entrepreneurial individual who designs

making purely artistic creations and producing commercial work by making

limited editions, once off or bespoke products for retail. Many people start small businesses and grow incrementally as demand for their products

increases, while others make a choice to remain small. You will need to be

handle stress as you will be in charge of all elements of your business.

a good planner, have both creative and entrepreneurial skills and be able to

and makes products for retail. They stand in the middle-ground between

Maker

**Elements of the Job** 

• Working with others

Working with the

Coming up with

creative concepts to sell products and

Collaborating with

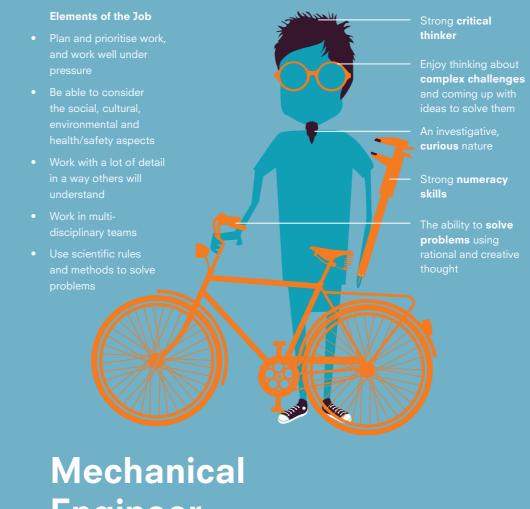
photographers,

Art directors work in advertising agencies. The aim of advertising is to create interest and drive sales of products and services. Advertising can therefore make the difference between business success and failure as it educates buyers about the benefits and features of a product or service. Within advertising agencies work is usually split between marketers who develop the marketing strategy, art directors and designers who work on the visual concepts and copywriters who work with words and language. You should be creative and business-minded. The advertising industry is highly competitive and suited to energetic and ambitious individuals



### Gaming Designer

Gaming design is a broad field bringing together teams of programmers, illustrators, project managers, writers and musicians to create entire 3D worlds. There are three main components to game design: concept development, the creation of the graphics in the animation, and programming of the game. A lead designer will set up the storyline and concept for the game. A team of designers is then responsible for creating all the elements of the game-world like characters, scenes, buildings, cars and props. A team of animators will then add motion to these elements.



# Engineer

Analyse systems,

Work on a wide

to software

from distribution

Understanding your **skills** and talents, and using

The ability to set **personal** 

Ability to think creatively

about everyday things

and design skills

Ability to work under **pressure,** prioritise and meet deadlines

Ability to **understand a** 

client's business and

Ability to work **well with** 

people, budgets and egos

trong **visual awareness** 

Mechanical engineers combine an understanding of mechanics, mathematics, engineering, science and energy with design and manufacturing to create products that have some kind of motion in them. To put it simply, mechanical of career paths. This is a demanding degree with strict entry requirements



#### **Systems** Designer

Systems design is about understanding how complex systems work and then improving these systems or designing new ones. Systems design is used in disciplines from urban planning to computer science: wherever there are complex systems and processes at work. Systems designers create frameworks to manage complexity. A good example would be the design of a transport system in a city. Systems designers can work with networks, computer systems and websites.



#### **Architect**

## Graphic Designer

**Elements of the Job** 

**Elements of the Job** 

materials from tiles to

Sourcing different

Working closely with

Working within a

Drawing and creating

communicate to clients

Interior

Designer

a business and manage contractors.

0

An interior designer is involved in the design or renovation of internal spaces,

including structural alterations, furnishings, fixtures and fittings, lighting and

colour schemes. They are also known as spatial designers. Interior designers

creativity alone. It's also about being able to listen to clients, understand their

needs and translate what they want into reality, as well as knowing how to run

work closely with architects and clients to determine how a space should

look and feel. Like architecture, most people think interior design is about

mood boards to

budget

The ability to **function** 

well under pressure

A sense of style

and confidence

skills to connect

Ability to **manage** 

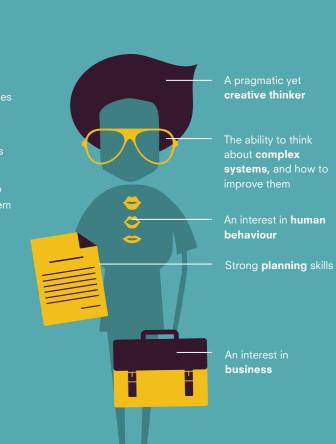
multiple projects

manage the detail of all the different components of a job

A strong **rational thinker** with the ability to create simplicity order and hierarchy from

Strong interpersonal

Graphic designers create visual concepts by hand or computer to communicate into visual creations. There are many related careers like animation, illustration, website design and art direction. Many graphic designers set up their own



#### Service Designer

Service design is a relatively new discipline that focuses on how people experience a service or a brand. Service design puts the user at the centre of the design process, making services as user-friendly as possible to provide the best quality customer experience. Service design asks: What is the customer experience? How can it be improved? Service designers beginning to be used by municipalities and businesses.



### Urban Designer



Attention to **detail** 

Patience to go

#### **Industrial** Designer

#### Elements of the Job

- quality of life
- to keep teams of other
- develop from a plan to
- Working with others to achieve a big vision



through complex challenges

Good 3D visualisation

Strong maths and

statistics combined with a good visual sensibility

A **strong leader** who

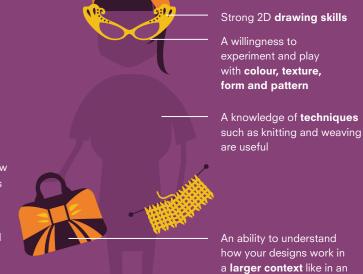
with many different people

### Civil **Engineer**

Civil engineers use their skill in science, mathematics and technology to design and build major infrastructure projects like roads, airports, tunnels, dams and bridges. Civil engineers technicians, contractors, architects, urban planners and transportation engineers. As government commissions most large infrastructure projects, they need to work closely with local officials too. Civil engineers have good visualisation skills to see how complex components will come together and can analyse complex problems, seeing the strengths and weaknesses of possible solutions, thereby identifying the best way forward.

#### Elements of the Job

- Working with clients, technicians, marketing staff and buyers
- Understanding the technical side of production, and an ability to design with this in mind
- Working with colour, texture, form and pattern to create a
- desirable product • Experimenting with new
- production techniques and fabrics Creating new designs
- ranges

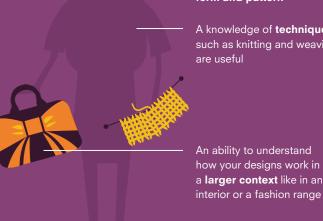


Strong 2D drawing skills

A willingness to experiment and play form and pattern

An interest in **fabrics** and materials

that develop and build on existing product



#### **Textile** Designer

Textile designers create patterns and designs for materials and fabrics. These fabrics may be used in home-ware products such as cushions and blinds, clothing ranges and accessories. Textile designers can work for large companies where their designs are made by high-tech machines, or they can operate independently using small-scale production techniques

such as hand-printing and silk screening. Many small local companies exist and are successfully selling their products to local and international clients.

CRAFT+ DESIGN