

Prospectus



Media Studies

Enrol Qualify Achieve

■ Message from the Principal _____	2
■ Why Choose Damelin Correspondence? _____	4
■ Damelin Vocational Learning Programmes _____	6
■ Damelin Certificate in Journalism & Media Studies _____	8
■ Damelin Certificate in Photography _____	9
■ Damelin Certificate in Graphic and Advertising Design _____	11
■ Damelin Certificate in Radio Broadcasting _____	13
■ Damelin Certificate in Digital Sound Engineering _____	15
■ The Ten Steps to Your Success _____	17

Dear Student

Right now, you have your sights firmly set on exploring your career development. As you contemplate further study, you want to be certain that your hard work will enjoy the credibility and respect of employers.

Rest assured that Damelin Correspondence College is a learning institution that is employer-recognised and trusted. Damelin prides itself on offering you the very best learning programmes.

As you page through this prospectus, keep your career goals firmly in focus. This will enable you to identify the programme that will open the door to your career success.

Why study with Damelin Correspondence College?

- Damelin is the largest and most comprehensive offering in Southern Africa.
- Employers recognise and have confidence in a Damelin certificate as being academically sound and relevant to their needs.
- Damelin Correspondence College (Pty) Ltd is provisionally registered with the Department of Education until 31 December 2014. Registration no. 2008/FE07/037 - see www.education.gov.za.
- Damelin Correspondence College (Pty) Ltd has provisional accreditation with UMALUSI and is a confirmed candidate for full accreditation. UMALUSI is the Council for Quality Assurance in General and Further Education and Training in South Africa - see www.umalusi.org.za. The accreditation number for Damelin Correspondence College (Pty) Ltd is FET 00475PA. Employers are required to quote this number in their claims to the Skills Levy Fund, for investing in their employee's education as set out in the Skills Development Act No 31, 2003.
- Damelin Correspondence College offers you the flexibility to gain qualifications while you are working.
- Damelin focuses on providing you with programmes of study that are career-related, and academically driven.
- Damelin's expertise includes programme development, curriculum design, content, and student support methods that are right up to date.

Register now and be one step closer to the career position you desire, and the future you are aiming for.

Yours sincerely



Thivhudziwi Vele
Damelin Correspondence College Principal



DCC's Learning Opportunities

DCC caters for a wide variety of learner needs. This means that we offer both formal and non-formal programmes. It is important that you understand the type of programme for which you are enrolling.

Damelin Correspondence College offers you the following learning opportunities :

National qualifications are credit-bearing qualifications registered on the NQF and accredited by a Quality Assurance Body, such as a SETA. A skills programme is an accredited component of a national qualification. An example of a National Qualification offered by DCC is the National Certificate in Bookkeeping, NQF Level 3, SAQA ID 58375, accredited by FASSET.

DCC Provider Programmes are DCC's vocational certificates and diplomas that enhance your skills and improve your career opportunities. Provider Programmes are not linked to the NQF, but they are in high demand and carry the approval of the DCC Academic Board. An example of a DCC Provider Programme is the DCC Certificate in Professional Secretary.

Agent Programmes are programmes for which DCC offers tuition, but where DCC does not issue the final certificate. The agent body issues the final certificate and manages the final examinations. An example of an Agent Programme offered by DCC is the Microsoft Office User Specialist (MOUS) programme.

Continuous Professional Development (CPD) Programmes are short courses that help you add to your current professional knowledge in a particular field, and hence boost your abilities within your career. An example of a DCC CPD programme is the DCC Short Course in Conflict Management.

Orientation Programmes are short courses that introduce you to a particular field or career, and that offer you the opportunity to explore an interest or skills set without having to enroll on a full programme. An example of a DCC Orientation Programme is the DCC Short Course: Introduction to Radio Broadcasting.

Self-employment Programmes were designed to refine your skills in a particular field of interest, to teach you how to make a living from a particular skill, interest or hobby, and to help you start your own business. An example of a DCC Self-employment programme is the DCC Diploma in Computerised Bookkeeping.

Why Choose Damelin Correspondence?

Employer Credibility

Today's job market is highly competitive, particularly for young people who are seeking their first job. In this environment, the most valuable asset that a job-seeker can have is a relevant qualification from an acclaimed and respected institution. Students can rest assured that, with over 40 years' experience in preparing students for employment, and 30 campuses around the country, Damelin has an unrivalled reputation as an educational institution. Every employer knows and respects the calibre of Damelin graduates.

Flexibility and Commitment to the Student

Studying by correspondence has several advantages over attending classes at a campus:

- Students can register at any time of the year.
- Students can learn at home, according to a convenient schedule, without having to incur the cost and inconvenience of travelling to classes at fixed times.
- Students can continue to earn an income, while studying outside of working hours at home.
- Students have access to highly qualified and experienced Damelin tutors who can provide quick feedback by giving detailed comments on assignments, and can provide telephonic tutorials on a one-to-one basis.
- Students can engage with study material that is divided up into logically sequenced, manageable units, which form part of an integrated and sound learning process of introduction, reinforcement and review, interspersed with student-centred exercises.

Career Counselling & Development Service

Students are encouraged to make use of Damelin's free educational counselling service. Students can contact the Damelin Correspondence College Call Centre by telephone for referral to a Career Counsellor, or to make a personal appointment. Alternatively, students can e-mail queries to the College.

The Career Counsellor can assist students in choosing a career. He or she can also provide additional academic support (such as study skills, tips for writing assignments and pre-exam techniques, life skills, time-management, coping with stress, and more), or can simply provide job-searching techniques.

Why Choose Damelin Correspondence?

cont...

Providing for Students with Disabilities or Audio Needs

Damelin seeks to provide students who have disabilities with every opportunity to participate fully in the College. When registering, students are invited to disclose any disabilities that they may have, and to indicate any individual support or special examination arrangements that they may need. Students are also welcome to contact a Damelin Student Consultant for further information. In addition, students with disabilities are invited to discuss their particular needs with the Career Counsellor, who is available to assist with personal, academic and career choices.

Students who experience difficulty in studying from printed material, for whatever reason, are encouraged to contact the Education Desk of Tape Aids for the Blind, to arrange for printed material to be transferred to audio. Phone 031 309 4800.

Recognition of Prior Achievement

Our Internal Policy of recognition of prior achievements is applied to this programme. Therefore, should students not meet the admission requirements as described in the brochure, they should contact Damelin Correspondence College to evaluate their prior achievement, to decide if they can gain entrance to the course of their choice.

For further information and distance learning guidance visit our website at:

www.dcc.edu.za

The Damelin Vocational Learning Programmes

The Damelin Vocational Learning Programmes present studies in a range of careers that include the hotel and hospitality industry, journalism and media industry, as well as the tourism and travel industry. Each of these fields offer the successful student a range of exciting career possibilities, both nationally and internationally. With 40 years worth of experience in education, Damelin ensures high-quality training and hands-on skills and knowledge, providing the successful student with an accredited and prestigious programme to advance their careers in any vocational environment.

Admission Requirements

It is essential that once the student has decided on the learning programme they would like to enrol for, they must bear in mind their present level of education and experience. It would be to the detriment of their studies if they enrol on a learning programme for which they don't have the necessary educational background. It is far better to adopt a conservative approach and build a solid foundation for further study.

Admission requirements for each learning programme are outlined in this prospectus, however, should the student have any doubts, a Damelin Student Consultant is available to answer any questions.

Student Assessment

Upon enrolment the student will receive an examinations guide for their Damelin internal examinations. This examinations guide is updated every year and contains information regarding assignment deadlines; examination registration dates of the actual exam, and is therefore the student's responsibility to request an updated examination guide at the start of each year.

Examination Information

For the student to qualify for a diploma or certificate they must have passed all their written assignments and have written and passed the Damelin examination with a mark of 50% or higher. Examinations are held during July and November of each year. Students are required to register for examinations with the college. The student must ensure that they have received an examination entry form from Damelin and, together with the prescribed examination fee, register before the closing date for the next examination.

The Damelin Vocational Learning Programmes

cont...

Damelin Certificate in Journalism and Media Studies

Damelin Correspondence College is proud to offer three new learning programmes in the field of Media Studies. They are uniquely designed to match the needs of individuals seeking substantial certification to launch their careers in the Photographic, Graphics and Media industries.

The learning programmes are:

- Damelin Certificate in Journalism
- Damelin Certificate in Photography
- Damelin Certificate in Graphic and Advertising Design
- Damelin Certificate in Radio Broadcasting
- Damelin Certificate in Digital Sound Engineering

Career Prospects

The Damelin Certificate in Journalism is designed for those who would like to start a career in the field of journalism or who are already involved in journalism and would like formal recognition of their career. The field of Journalism is rich with opportunity and offers a diversity of occupations. A certificate in Journalism can afford the student the opportunity to work in a variety of media institutions, from publishing to broadcasting, as well as online media. From the ambitious, whose goal it is to be the first to report on headline events and who seeks risky, and rewarding work, to the person who prefers the more 'behind-the-scenes' work this learning programme will provide any interested student the edge in this exciting career.

Programme Type

The Certificate in Journalism and Media Studies programme is a **Provider Programme**.

Admission Requirements

Grade 12 (Std 10)

Programme Structure

The Damelin Certificate in Journalism consists of five modules.

- Literacy and Communication
- Media Studies
- The Practices of Journalism
- Photography
- The Working World

Programme Duration

Students should be able to complete this course in 18 months.

Student Assessment

It is not compulsory for students to submit assignments but they are required to write formal exams. Please note that exams are written in July and November of each year.

Certification

On successful completion the student will receive a Damelin Correspondence College Certificate in Journalism and Media Studies.

Aim High

If students combine the Learning Programme in Journalism and Media Studies with the Photography Learning Programme when they register, they will benefit from significant discounts.

Damelin Short Course: Introduction to Photography

Career Prospects

The Photography Certificate offered by Damelin Correspondence College has been developed for enthusiastic amateur photographers and those who wish to gain an insight into the exciting, and widely diverse arena of professional photography. Taking a good photograph requires a combination of excellent technical know-how and artistic flair. This learning programme is designed to develop these attributes in the student.

As a serious career photography offers a great deal of opportunity and flexibility.

Programme Type

The Short Course: Introduction to Photography programme is an **Orientation Programme**.

Admission Requirements

Grade 12 (Std 10)

Equipment Requirements: A basic digital camera is required to complete the practical assignments in this learning programme.

Programme Structure

- What is Photography
- Light: How images are formed
- Lenses: Controlling the image
- Camera types common to both digital and film capture
- Using different focal length lenses
- Digital cameras: Basic operation, function and theory
- Lighting principles and equipment
- Organising the picture
- Filters for use with digital cameras
- Exposure measurement theory and techniques
- The digital image: post production
- Finishing and presenting work

Damelin Short Course: Introduction to Photography cont...

Programme Duration

Students should be able to complete this course in 12 months

Student Assessment

It is not compulsory for students to submit assignments but they are required to write formal exams. Please note that exams are written in July and November of each year.

Certification

On successful completion the student will receive a Damelin Correspondence Short Course: Introduction to Photography.

Aim High

If students combine the Learning Programme in Photography with the Graphic and Advertising Design Learning Programme when they register, they will benefit from significant discounts.

Damelin Short Course: Introduction to Graphic and Advertising Design

Damelin Short Course: Introduction to Graphic and Advertising Design

cont...

Career Prospects

In the business world, graphic and advertising design is essential for enhancing and optimising the power of communication with potential customers and clients. This learning programme covers the basic techniques, skills and thinking essential to these fields.

Programme Type

The Short Course: Introduction to Graphic and Advertising Design programme is an **Orientation Programme**.

Admission Requirements

Grade 12 (Std 10)

Programme Structure

The Damelin Certificate in Graphic and Advertising Design consists of 11 subjects:

- Introduction and illustration to graphic design and advertising
- Elements of art and the principles of design
- Film and television production
- Design for the internet
- Ethical practice in the industry
- Label design and packaging
- Photography and styling for brochure design
- Typographic design and corporate identity
- Layout design and the publishing industry
- Computer graphics and multimedia design
- Self-promotional design

Computer Component

Consider combining the Graphic and Advertising course with a Corel Draw or Photoshop software. Software is available from the college.

Programme Duration

Students should be able to complete this course in 12 months

Student Assessment

It is not compulsory for students to submit assignments however they are required to write formal exams. Please note that exams are written in July and November of each year. And only hand drawn assignments will be accepted.

Certification

On successful completion the student will receive a Damelin Correspondence College Short Course: Introduction to Graphic and Advertising Design.

Aim High

If students combine the Learning Programme in Graphic and Advertising Design with the Photography Learning Programme when they register, they will benefit from significant discounts.

Damelin Short Course: Introduction to Radio Broadcasting

Damelin Short Course: Introduction to Radio Broadcasting

cont...

Build a career in Radio Broadcasting with Damelin

The radio is quickly becoming the preferred way of communicating, not only is it cheaper than television, presenters also have the ability of reaching more people via radio. The radio is such an integral part of our daily lives, we hear it all around us, the soundwaves of music and the DJ sometimes becomes a household name in our lives.

Career Prospects

Radio stations are constantly looking for talent that can host shows. After completing this exciting Damelin learning programme, students will not only open opportunities for themselves to find employment in this exciting industry, but also the opportunity to be heard on national radio.

Programme Type

The Damelin Short Course: Introduction to Radio Broadcasting programme is an **Orientation Programme**.

Admission Requirements

Grade 12 (Std 10)

Programme Structure

- Text Analysis
- Genre Analysis
- Media and Language
- Narrative Analysis
- Reception Theory
- Social Psychology of Media
- Radio Production
- Educational Media

Practical Assessment

If you want to further your studies practically, you can do so at an additional cost through the SABC Radio Broadcast Facilities (RBF). After you successfully complete the course you can contact the RBF National Contact Centre on 0861 723 723 to book a practical session as a venue near you.

This practical part of the course will teach you the skills needed to have a studio "demo" recorded. You can use this "demo" to approach radio stations for possible employment.

Student Assessment

It is not compulsory for students to submit assignments however they are required to write formal exams. Please note that exams are written in July and November of each year. And only hand drawn assignments will be accepted.

Certification

On successful completion the student will receive a Damelin Correspondence College Short Course: Introduction to in Radio Broadcasting.

Aim High

If students combine the Learning Programme in Radio Broadcasting with the Small Business Management Learning Programme when they register, they will benefit from significant discounts.

Damelin Short Course: Introduction to Digital Sound Engineering

Career prospects

This course will introduce you to the Digital Sound Engineering field.

Programme Information

The Damelin Digital Sound Engineering course is structured in a user-friendly way that includes interesting practical assignments that should help you better understand digital music software and the many techniques that can be applied to audio. Many aspects of sound engineering are addressed in this course.

Programme Type

The Short Course: Introduction to Digital Sound Engineering programme is an **Orientation Programme**.

Admission Requirements

A fair level of computer skills with a basic understanding of Windows XP operation system necessary. Then it is imperative that you have access to a PC with the following requirements:

- Pentium Processor (800 MHz and above recommended)
- 384 Megs of RAM
- DVD Drive
- 16-bit Sound Card
- VGA Display Monitor (1024 x 768 pixels)
- 4.5 Gig HDD Space
- Windows MME Compatible Hardware
- USB Component Port
- Windows Operating Systems XP
- Internet Connectivity (License Authorisation)
- Blank CD's x2

Damelin Short Course: Introduction to Digital Sound Engineering

Programme Components

- Getting started with Cubase
- An overview of Cubase
- Connecting your computer to your hardware mixing desk and your speakers
- What is digital audio
- Using the Cubase mixer
- Equalisation and the frequency spectrum
- Plug-in effects
- To compress or not to compress?
- Project window features and functions
- Recording and importing audio
- Editing and processing audio
- Mixing a drum kit
- The correct approach to mixing
- Live stage mixing

Programme Duration

12 months

Student Assessment

It is not compulsory for students to submit assignments but they are required to write formal exams. Please note that exams are written in July and November of each year. And only hand drawn assignments will be accepted.

Certification

After successful completion the student will receive a Damelin Short Course: Introduction to Digital Sound Engineering.

The accomplishment of any important goal in life requires two things: a plan, and a commitment to keep to that plan! What follows is a simple 10-step process that will guide you to achieving success in your chosen Damelin programme, so bringing you one step closer to the career of your choice, or the advancement that you aspire to.

Step 1

Choose the programme that best suits you:

- Identify a career that best suits your natural interests and abilities.
- Choose a learning programme that is relevant to your chosen career, and for which you are able to meet the entrance requirements.

Step 2

Decide how you wish to pay for your studies:

- You may pay the full fee in cash (which will save you interest charges), or on terms over an agreed period.
- You may choose to register now for the complete learning programme, even if you plan to do only some of the subjects this year, and the rest later. This will save you money in the long run.

Step 3

Fill in your registration form. (You can phone one of our student consultants on 0860-61-61-61 to assist you in filling out the form.) Then send your completed registration form to Damelin by:

- Posting it to Damelin Correspondence College, P.O. Box 590, Cape Town, 8000, OR
- Taking it to your nearest Damelin office.

Step 4

Once you have registered, Damelin will send you your first study pack containing the following:

- Your **Student Card**, which identifies you as a student wherever you go;
- Your **Damelin Study Notes**, which have been designed to make you feel as if you have your own personal teacher;
- Your **Study Methods Booklet**, which includes helpful study hints;
- Your **Information Guide** - a summary of important details;
- Your **Examinations Guide**, which tells you how to enter for your examinations;
- Your **Personal Study Programme**, which shows you the study units or items that you will need for each subject that you are studying; and
- Your **Assignment Covers, Student Query Forms and Envelopes** - to make it easy for you to send in your assignments and queries to the College.

Step 5

Decide on the study times that best suit your lifestyle. Then work out your own study timetable. Try to keep to your timetable! It is very difficult to catch up when you have fallen behind.

Step 6

Get down to the serious business of studying. The notes have been designed to take the place of a class teacher.

Step 7

Complete regular assignments to check how you are doing.

- Continuous assessment is an essential feature of distance learning. Our study material contains numerous test-yourself exercises, to help you to make sure that you are in control of your work at all times.
- At the end of each module, you will complete a progress assignment, which you must send to the College for marking and comment. We will return the progress assignment to you with a model answer.
- In order to qualify for a term mark, which gives you entrance to the examination, you must submit the required assignments before your exam date.

Step 8

Enter for the examinations.

- Follow the instructions in your Exam Guide on how and when to enter for your examinations.
- Remember that it is your own responsibility to register in time for a particular examination-sitting.

Step 9

Write the examinations

- You will enter the examination room knowing that you have done the very best preparation that you are capable of, and you will face the exam paper with confidence.

Step 10

Qualify for your certificate.

- Join the thousands of successful past-students of Damelin Correspondence College who are making a success of their careers.

Help is only a phone call away!

Should you have any queries about the learning programme you are interested in, please do not hesitate to contact a Damelin Student Consultant at the following number:

0860 61 61 61



Damelin

correspondence

The Career Development College

Register Today!

Our branches:

BRAAMFONTEIN

1st Floor, Mineralia House, 78 De Korte Street,
Braamfontein 2001

P.O. Box 31001, Braamfontein 2017

Tel: +27 11 712 2556, **Fax:** +27 11 712 2517

PRETORIA

Shop 6, 273 Andries Street, Pretoria 0002

P.O. Box 1332, Pretoria 0001

Tel: +27 12 352 9111, **Fax:** +27 12 322 6369

CAPE TOWN

Shop 34, Matador Centre, 62 Strand Street, Cape Town 8001

P.O. Box 4180, Cape Town 8024

Tel: +27 21 417 8160, **Fax:** +27 21 417 0300

DURBAN

The Educor Gallery, Educor House, 325 Smith Street,
Durban 4001

P.O. Box 2553, Durban 4000

Tel: +27 31 374 9750, **Fax:** +27 31 301 0301

PORT ELIZABETH

246 Cape Road, Mill Park, Port Elizabeth 6001

P.O. Box 27067, Greenacres 6057

Tel: +27 41 363 0877, **Fax:** +27 41 363 0896

NELSPRUIT

25 Brown Street, Nelspruit 1201

Tel: +27 13 752 2400, **Fax:** +27 13 752 6184

NAMIBIA

Shop 17, Mezzanine Floor, BPI House,
269 Independence Avenue, Windhoek

Tel: +264 61 308 835

Post your registration form to:
**The Registrar, Damelin Correspondence,
P.O. Box 590, Cape Town 8024**
Visit our website: www.dcc.edu.za
e-mail: info@dcc.edu.za

Make your mark with **Damelin**