

2018 PRESCRIBED BOOK LIST WITH *ESTIMATED PRICES

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(Advertising for 3rd Year Repeaters only)

Faculty:		Humanities								
Department:		Design								
Qualification name:		Bachelor of Arts in Graphic Design								
YEAR 1										
Module Name	Module Code	Sem	Textbook title	Author	Edition	Publisher	Print ISBN	Print Price	eBook ISBN	eBook Price
Communication Science 1	ACCS102	Year	An Introduction to Communication Studies for Southern African Students	Steinberg	2	Juta & Co	9781485102717	R 518.00	978148510766	R 518.00
Drawing 1	ACDR100	Year	No textbook							
Graphic Design Studio 1	ACGD100	Year	Adobe Photoshop Essentials	Eva Csernyanszky - LaunchPad Studio	1	Learning Curve	eBook only	n/a	TBC	R 395.00
			Adobe Illustrator Essentials	Eva Csernyanszky - LaunchPad Studio	1	Learning Curve	eBook only	n/a	TBC	R 395.00
History of Graphic Design 1	ACHG100	Year	Graphic Design History 2/E	Drucker	2	Pearson US	9780205219469	R 2 738.95	9780205973781	TBC
Typography 1	ACTP100	Year	Same as ACGD100							
Applied Colour & Design	ACAC110	1	No textbook							
Business English	SSBE111	1	No textbook							
Digital Design 1	ACDD120	2	No textbook							
English for Graphic Design	SSEG121	2	No textbook							
Storyboards 1	ACST120	2	Adobe After Effects Essentials	Eva Csernyanszky - LaunchPad Studio	1	Learning Curve	eBook only	n/a	TBC	R 395.00
							YEAR 1 TOTAL ESTIMATED PRICE: R			
YEAR 2										
Module Name	Module Code	Sem	Textbook title	Author	Edition	Publisher	Print ISBN	Print Price	eBook ISBN	eBook Price
Animation Workshop	ACAW200	Year	Same as ACST120							
Digital Design 2	ACDD200	Year	No textbook							
Drawing 2	ACDR200	Year	No textbook							
Graphic Design Studio 2	ACGD200	Year	Same as ACGD100							
History of Graphic Design 2	ACHG200	Year	Same as ACHG100							
Typography 2	ACTP200	Year	Same as ACGD100							
Introduction to Business Management	COIB111	1	Business Management - Fresh Perspectives (Custom for PIHE)	MJ Pienaar and S Subramoney	CU	Pearson SA	eBook only	n/a	9781775787655	R 504.00
3D Animation 2	AC3D220	2	No textbook							
							YEAR 2 TOTAL ESTIMATED PRICE: R			
YEAR 3										
Module Name	Module Code	Sem	Textbook title	Author	Edition	Publisher	Print ISBN	Print Price	eBook ISBN	eBook Price
Advertising Practical	ACAP300	Year	No textbook							
Advertising Theory	ACAT300	Year	No textbook							
Copywriting	ACCW300	Year	No textbook							
Graphic Design Studio 3	ACGD300	Year	No textbook							
History of Graphic Design 3	ACHG300	Year	Same as ACHG100							
Portfolio Preparation	ACPP300	Year	No textbook							
							YEAR 3 TOTAL ESTIMATED PRICE: R			