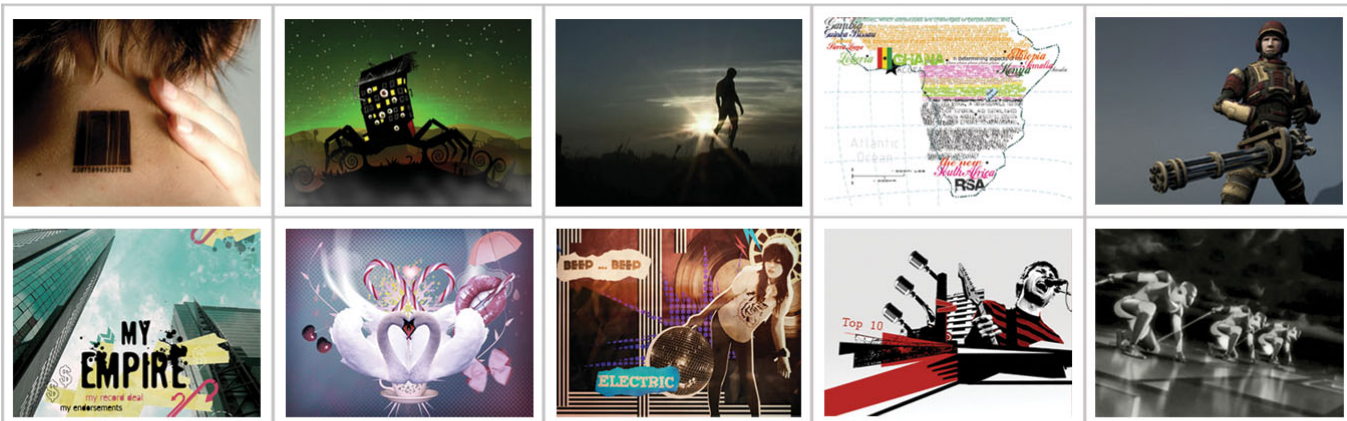


PARENTS QUARTERLY

24 July 2009



openwindow
SCHOOL OF VISUAL COMMUNICATION

Please contact
Francisca Badenhorst at
fran@openwindow.co.za
with suggestions or
concerns

Moderators impressed by third years' portfolios

We are very pleased with the feedback received from the panel of moderators who evaluated the third year portfolios in June. They were impressed by the standard of work and remarked that the designs were in line with the latest trends as seen at the 2009 Cannes and Apex Awards where the focus was less on creativity but more on good communication and results for the client. Overall the evaluators saw a great improvement in the understanding of design within the context of a campaign from last year.

First year Degree / Diploma selections

Students who have initially been selected for degree studies who fail **one subject and/or Academic Skills**, must continue on diploma level and will exit at the end of the second academic year. An instruction will be found on the first-year student's academic report that will indicate whether the student should continue his/her studies on diploma level. Students who are selected for diploma level may re-apply for degree level upon improving their marks and passing Academic Skills before the end of the year. The final selection will be based on November marks. Students who continue

studies on diploma level will remain in their scheduled practical classes. Project outcomes will be adapted to address the diploma requirements. Arrangements for diploma students to attend Design Theory instead of Visual Culture will be made during the Visual Culture sessions. A Design Theory 1 class has been scheduled for Thursdays 13:00-15:00.

Absenteeism

The influence of absenteeism on the marks The Open Window reserves the right to deny a learner a qualification should his/her class attendance be less than 80%. Whenever a learner is absent, he/she should

provide a reason. 10% will be deducted from the final project mark every time a student is absent without reason. Students who resubmit the same work in order to pass a low mark awarded due to absenteeism, will not be marked above 40%. Should the deducted marks result in a 0% on the student's record, the student will not be given an opportunity to resubmit. Introducing these measures at TOW dramatically increased the pass-rate in 2007 and 2008.

Resubmissions

Students may resubmit failed projects (even if the mark is lower than 40%) during the year as long as

June portfolio presentations

academic information

they have submitted work on time (i.e. they have more than 0%). In order to resubmit at the end of the year the student must have a year mark above 40%. Students who failed modules 1 and/or 2 must resubmit their projects in September. Marks for resubmission and re-examination of projects and portfolios will not exceed 50%.

Resubmission dates

28 September First years' resubmissions

29 September Second years' resubmissions

Third year resubmissions of modules 1-3 during year-end portfolio presentations: 16-27 November.

Academic Skills

The average of Academic Skills 1 appears low (46%) because of late cancellations in this subject. Omitting the 0% of these cancellations brings the average up to 52%.

Passing Academic Skills is a prerequisite for continuing on degree level. Even though students who failed Academic Skills at the end of the first semester may resubmit their final essays in September, they must enrol for and book a timeslot for Academic Support classes. With these classes we aim to develop the students' academic proficiency for the diploma level.

Feedback on third year portfolio presentations

Third-year students who wish to receive detailed feedback on their June portfolio presentations should make an appointment with their major lecturer. These appointments may be scheduled from week 3 during module 3. The major lecturer will provide feedback as given by the Examination Committee.

Honours degree

Students who are interested to enrol for honours studies in 2010 should make an appointment with Mrs. Francisca Badenhorst as soon as possible.

New appointments

We welcome Ronel Watson as Head of Department: Communication Design. Ronel took over from Wiehan de Jager who moved to Cape

Town to take on the position of Senior Designer at Postillion. Sven Uhlig has been appointed as part-time lecturer and will teach Communication Design 1 from this module onwards.

Wilma Oosthuizen, who has been our very efficient Librarian for the past 5 years, is leaving us for New Zealand. Elize du Toit will join us in this position in September.

Database

The marks have been entered into our new database that was developed for The Open Window by VTC in India. Functionality of the database will in future include remote access of marks and course material. The process however takes longer than anticipated.

Parents (person responsible for payment) will receive the marks via e-mail (if not otherwise requested). In order to address inconsistencies students should collect marks from Administration (Emelia de Beer) before the marks are sent out.

Please note IMPORTANT DATES:

September holiday

The September holidays have been moved to **26 September - 4 October** to coincide with the school holidays.

2010 Registrations

Registration for new first years opens on **3 August** and for current students on **5 October**.

Open Day

Our next Open Day will be held on **Saturday 15 August** between 09:00 and 14:00. We would appreciate it if you could spread the word!

Cartoon competition

Our annual cartoon competition is being launched on Monday 27 July in the JIP supplement of Beeld newspaper. If you know youngsters with a passion for comics or cartoons and who would like to win a bursary to study at The Open Window, please tell them about it. Our Illustration lecturers will host a workshop on Saturday 22 August on how to draw comics. Contact ann@openwindow.co.za for more information.