

Red & Yellow launches industry-driven creative diploma at JHB campus

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Following 22 years of unprecedented alumni success in the advertising industry, the Red & Yellow School is bringing its popular three-year diploma in Graphic Design & Art Direction (GDAD) to Johannesburg in 2017.



Widely regarded, and with dozens of awards under their belts, Red & Yellow alumni - many of them giants in the industry - are living, breathing proof of its value. The [GDAD diploma's](#) key premise is that **the marketing and creative industry needs practical problem-solvers** who can conceptualise big ideas, and who have the skills to implement them. This diploma equips its students to be just that.

An Open Day is being held on Saturday, 10 September, from 10am to 1pm, for prospective students to come through and find out more about the GDAD diploma. The Red & Yellow School has opened its Johannesburg campus in one of the iconic buildings in the heart of the city centre, to capitalise on the current downtown revival and rejuvenation that is underway.

Carmen Schaefer, who oversees the GDAD programme at the Cape Town campus, highlights that the studio environment and lecturer review teaching methodology mimic what it's like to work in the industry. "All the skills taught ensure that **our graduates will be able to offer a meaningful contribution from day one** in the workplace: as they have done for the past 22 years."

And employers know this. It is just one of the many good reasons why it is a qualification that appeals to parents and their aspiring creative offspring.

Red & Yellow provides an exciting, stimulating learning environment with world-class resources for its students. The creative diploma is an **internationally aligned and accredited qualification**, taught by experienced lecturers who have many years of work experience in the industry.

Lyndi Lawson-Smith, JHB Campus Director of the Red & Yellow School, comments: "Students will not only learn the theory they need, but will develop a broad range of skills that will enable them to pursue any number of creative career opportunities."

She goes on to note that **developing skills to ensure that you remain relevant in an ever-changing industry is critically important**. "The conceptually driven nature of the programme ensures the longevity of the qualification and its relevance to employers - our diploma has stood the test of time and will continue to provide the industry with remarkable creative talent."



For students, this qualification offers a **highly practical and industry relevant programme** that's guaranteed to prepare them for the work world while developing their individual skills. Carmen suggests that "if you are someone who is creative, hard-working, but in the 'get-your-hands-dirty-in-paint', as opposed to the 'hours-spent-in-front-of-the-books' kind of a way then this diploma is for you."

Completing the three-year GDAD diploma will undoubtedly open doors, whether through industry engagement, the breadth of skills learnt, the experience of being assessed and competing on an international stage, or through the internships you complete as part of the programme. Classes are kept small and students are assured of focused, personal attention and a one-on-one interaction with each other and their lecturers - a key differentiator from a traditional and largely impersonal university environment.

Entrance requirements for the diploma are an NQF level 4 matric certificate with diploma admission, together with a strong application test and practical portfolio submission.

To get a more hands-on feel for the diploma, **attend the Red & Yellow JHB School Open Day on 10 September**. Visit www.redandyellow.co.za or email info@redandyellow.co.za for details.

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