

Academic Transcript

Issued on: 19 February 2019
Student Name: Jacobus Adriaan Lubbe
Identity Number: 9208075031088
Student Number: 502439
Qualification: Bachelor of Arts in Creative Brand Communication
NQF Level & credits: 7

Year	SAQA Credits	Module	Achievement
2018	10	The Marketing and Advertising Planning Process	81 %
	10	Advertising Research	77 %
	10	Media	80 %
	30	IMC Campaigns	65 %
		<u>Specialisation</u>	
	80	Graphic Design	67 %
	20	Work-Based Learning	96 %
2017	60	Art Direction 2 / Graphic Design 2	68 %
	10	Photography In Visual Communication	71 %
	30	Computer Software for Creative Application	75 %
	10	Marketing Communication Issue in Multicultural markets	80 %
	10	Consumer & Buyer Behaviour	71 %
2016	10	History of Art and Advertising	Exempted
	10	Principles of Illustration	Exempted
	25	Principles of Typography	Exempted
	25	Principles of Graphic Design	Exempted
	25	Principles of Art Direction	Exempted
	10	Principles of Marketing	Exempted

This is to certify that this student has complied with all the requirements of the above-mentioned qualification.



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REGISTRAR

75% + Distinction
 70% – 74% Honours
 60% – 69% Merit
 50% – 59% Pass
 45% – 49% Supplementary
 0% – 44% Not Competent