

For the creators.



Experience Design.



IIE Bachelor of Experience Design

Degree **Full-Time**

Experience Design is the field of choice for imagineers who are driven to combine their creativity with cutting-edge technology. Experience designers are passionate about designing memorable experiences of products and services that enrich users' lives. The IIE Bachelors Degree of Experience Design introduces students to user-first design principles and digital product development strategies. At the start of their second year, students have the opportunity to select a learning programme (specialisation) in either User Experience (UX) Design or Motion Design that prepares them for a career path built around their creative strengths and personal area of interest.

Design.
Brand.
Business.



IIE Bachelor of Experience Design

3 Years Full-Time | NQF Level 7 | 360 Credits | SAQA ID: 119813

The learning programme in UX Design equips students with the necessary skills to stand out in UX Design and students engage with traditional elements and principles of visual design, theories and principles of user-centered design, user interface (UI) and interaction design, information architecture and usability. They are introduced to the processes, approaches, tools and methods of UX design such as agile, fast-prototyping, user flows and wire-framing. They learn to use industry-standard software and platforms and explore new and emerging technologies to produce user-friendly, interactive experiences for platforms such as web, mobile, social media, gaming and more.

The learning programme in Motion Design equips students with the necessary skills to stand out in the fast evolving field of interactive and immersive motion design. Students engage with the fundamental elements and principles of visual design, foundational drawing for character design and the theories and principles of user-centered design, animation and visual storytelling. They are introduced to processes, pipelines and tools of both 2D and 3D animation. They learn to use industry-standard software and platforms and explore new immersive technologies such as augmented and virtual reality to produce interactive and immersive visual narratives for platforms such as web, mobile, social media, digital displays, gaming and more.

The IIE Bachelor of Experience Design is a comprehensive three-year degree designed to meet international standards whilst remaining relevant in a South African context. Utilising an intensively hands-on approach, students learn how to develop and visualise concepts for various outputs, styles and client requirements. Each student is guided in the individual development of a professional design portfolio at the end of third year. IIE-Vega's unique fusion of critical thinking; complex problem-solving; creativity, branding and marketing sets our students apart as strategic and entrepreneurial thinkers and leaders in industry.

Our philosophy is to unleash the inherent creativity and confidence of our students whilst

enhancing their design, business, research, and academic skills in an enriching and rewarding environment. As part of the experiential component of the qualification, students work in multidisciplinary teams engaging in real-world projects and brand challenges. Action learning is rounded off with an optional Industry Immersion.

All students have unlimited access to LinkedIn Learning, the world's foremost repository of interactive digital media training.

Career opportunities

Specialisation in UX Design:

User Experience (UX) Designer | User Interface (UI) Designer | Web / App Designer | Digital Product Designer | Digital Designer | Interaction Designer | Instructional Designer | Customer Experience (CX) Designer | Experiential Consultant | Design Lead | CX Lead | Freelancer | Design Entrepreneur

Specialisation in Motion Design:

Digital Designer | Motion Designer | 2D Animator | 3D Animator | Digital Illustrator / Concept Artist | Simulation Designer | Augmented / Virtual Reality Designer | Experiential Consultant | Creative Director | Design Entrepreneur | Freelancer

Modules

| Year 1 | | | | | |
|------------|---------------------------------|---------|------------|---------------------------------|---------|
| Semester 1 | | | Semester 2 | | |
| Code | Module Name | Credits | Code | Module Name | Credits |
| CRDE5111 | Creative Development 1 | 15 | BRST5121 | Brand and Marketing 1 | 15 |
| DEST5111 | Design Studies 1 | 15 | VIPH5112 | Video and Photography | 15 |
| EXDE5111 | Experience Design 1A | 15 | EXDE5112 | Experience Design 1B | 15 |
| EDTE5111 | Experience Design Technology 1A | 15 | EDTE5112 | Experience Design Technology 1B | 15 |

| Year 2 | | | | | |
|---|---------------------------|---------|------------|----------------------------|---------|
| Semester 3 | | | Semester 4 | | |
| Code | Module Name | Credits | Code | Module Name | Credits |
| DEST6211 | Design Studies 2 | 15 | BRST6222 | Brand and Marketing 2 | 15 |
| CDCW6211 | Creative Collaboration 2A | 15 | CDCW6212 | Creative Collaboration 2B | 15 |
| <i>Students must choose between either User Experience (UX) Design or Motion Design</i> | | | | | |
| UXDE6211 | UX Design 2A | 15 | UXDE6212 | UX Design 2B | 15 |
| UXTE6211 | UX Design Technology 2A | 15 | UXTE6212 | UX Design Technology 2B | 15 |
| MODE6211 | Motion Design 2A | 15 | MODE6212 | Motion Design 2B | 15 |
| DMDE6211 | Drawing for Motion Design | 15 | MDTE6212 | Motion Design Technology 2 | 15 |

| Year 3 | | | | | |
|---|-----------------------------|---------|------------|----------------------------------|---------|
| Semester 5 | | | Semester 6 | | |
| Code | Module Name | Credits | Code | Module Name | Credits |
| INRS7321 | Introduction to Research | 15 | BRST7311 | Brand and Marketing 3A: Strategy | 15 |
| CDCW7311 | Creative Collaboration 3 | 15 | XBRC7322 | Brand Challenge | 15 |
| <i>Students must choose between either User Experience (UX) Design or Motion Design</i> | | | | | |
| UXDE7311 | UX Design 3A | 15 | UXDE7312 | UX Design 3B | 15 |
| UXTE311 | UX Design Technology 3A | 15 | UXTE7312 | UX Design Technology 3B | 15 |
| MODE7311 | Motion Design 3A | 15 | MODE7312 | Motion Design 3B | 15 |
| MDTE7311 | Motion Design Technology 3A | 15 | MDTE7312 | Motion Design Technology 3B | 15 |

Timetables

This qualification is aimed at students who wish to complete full-time face-to-face studies for the duration of their qualification. This means that students are expected to be available throughout the day for class in the academic year depending on how the timetable is structured. Students may also be required to write assessments or submit coursework or assignments outside of normal class time. Students who would like to pursue part-time employment opportunities outside of the academic programme must prioritise their studies and avoid committing to work schedules until after they have received their timetables and academic calendar from the institution. Students must also note that timetables remain subject to change throughout the academic year.

Study further with IIE Pathways

The successful completion of the IIE Bachelor of Experience Design enables you to progress into the IIE BA Honours in Design Leadership delivered at IIE Vega, subject to meeting the admission requirements.

Admission requirements

| Minimum Admission Requirements | English | Notes |
|---|--|--|
| NSC: Bachelor pass with | 30% OR | A minimum of 30% in LOLT in NSC/SC(a) OR with a min. of 33.3% in SC. |
| NC(V): Bachelor pass with | 50% OR | |
| SC: Endorsement with | 33.3% | |
| SC(a): Bachelor pass with | | |
| International | An USAF Exemption Certificate is required and meeting the relevant English requirements. | |
| A cognate Higher Certificate or cognate 240 credit Diploma OR an Advanced Certificate OR 360 credit Diploma or Degree may satisfy the minimum admission requirements to degree studies. | | If discipline not cognate at least 20% of credits must be academic literacy or numeracy related. |

Should you have any other school leaving qualification not mentioned above, please reach out to a contact navigator.

Please note

IIE-Vega does not require a portfolio as part of the application process to study design. Our primary focus is on how our students think and collaborate as creative solution seekers. The development of an industry-ready portfolio becomes a core focus once you enrol and engage hands-on with any of our creative programmes.

You are welcome to make an appointment with your campus Contact Navigator if you are not sure which creative course would suit you best. Ideally you should attend one of our GenV workshops at any of our IIE-Vega campuses to explore the different programmes on offer.

THE IIE IS ACCREDITED AS AN INDEPENDENT HIGHER EDUCATION INSTITUTION BY THE BRITISH ACCREDITATION COUNCIL.



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vegaschool.com

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