



**WHEN YOU CAN DESIGN
BETTER PLATFORMS
THAN THE ONES
YOU SURF,**

**DON'T
SETTLE.**

DEGREE

BACHELOR OF ARTS IN DIGITAL DESIGN (IIE)

FULL-TIME

Digital design is the weapon of choice for the visual communicator driven to combine their innate creative capacity with cutting-edge technology. The IIE BA degree in Digital Design equips students with the necessary skills to stand out in both the interactive (web design and development; UX and UI design; application design and development) and motion (3D and 2D animation; motion graphics; VFX; video editing) industry fields. The discipline sees students engage with traditional elements of design such as shape, colour, typography, and layout while incorporating tools such as digital illustration, photography, augmented reality, and the latest digital design software in order to produce eye-popping visual narratives for platforms such as web, mobile, digital publication, film, photography, gaming, social, apps, and more.

BA IN DIGITAL DESIGN

3 YEARS FULL-TIME | NQF LEVEL 7 | 365 CREDITS | SAQA ID: 94118



CAREER OPPORTUNITIES

MOTION GRAPHICS DESIGNER | 2D ANIMATOR | 3D ANIMATOR | VISUAL EFFECTS SPECIALIST | WEB DEVELOPER | UX DESIGNER | SOCIAL MEDIA DESIGNER | DIGITAL ILLUSTRATOR | ART DIRECTOR | VIDEO EDITOR | POST-PRODUCTION SPECIALIST | APP DESIGNER | ENTREPRENEUR

MODULES

YEAR 1

DIGITAL DESIGN 1A & 1B
IDEATION AND VISUALISATION 1A & 1B
DIGITAL DESIGN TECHNOLOGY 1A & 1B
DESIGN CULTURE 1A & 1B
BRAND AND MARKETING 1A & 1B
PHOTOGRAPHY 1

YEAR 2

DIGITAL DESIGN 2A & 2B
DIGITAL DESIGN TECHNOLOGY 2A & 2B
DESIGN CULTURE 2A & 2B
BRAND AND MARKETING 2A & 2B
PHOTOGRAPHY 2
BRAND ACTIVATION

YEAR 3

DIGITAL DESIGN 3A & 3B
DIGITAL DESIGN TECHNOLOGY 3A & 3B
INTRODUCTION TO RESEARCH
DESIGN CULTURE 3
BRAND AND MARKETING 3A: STRATEGY
BRAND CHALLENGE

ADMISSION REQUIREMENTS

Minimum Admission Requirements		English
	NSC: Degree pass with	30%
	NC(V): Degree pass with	50%
	SC: Endorsement pass with	33.3%
	SC(a): Degree pass with	A minimum of 30% in LOLT in NSC/SC(a) OR with a min. of 33.3% in SC.
	International	An USAf Exemption Certificate is required and meeting the relevant Maths and English requirements.
	A cognate higher certificate or cognate 240 credit diploma OR an advanced certificate or 360 credit diploma 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.
Senate Discretionary Admission	Mature Age Exemption	Candidates having attained the age of 23 before or during the first year of registration with a senior certificate with a minimum of 40% in at least four higher or standard grade subjects, at least three of which shall have been passed simultaneously and one of which shall be a recognised higher grade subject; OR Candidates must have attained the age of 45 before or during the first year of registration. An USAf Exemption Certificate is required.
	Senate Discretionary Mature Age Admission for students with a Senior Certificate with endorsement	Candidates 23 years and older at point of registration, with an endorsed Senior Certificate can be accepted on a senate discretionary mature age admission. Their academic progress will be tracked and reported at Senate. An USAf Exemption Certificate is not required.
	Recognition of Prior Learning (RPL)	Where candidates do not satisfy the formal admission requirements for this qualification, The IIE may consider an admission application in terms of the Credit Accumulation and Transfer, Recognition of Prior Learning and Qualification Completion Policy (IIE010).
	USAf approved cognate foundation programme	Candidates who have completed an USAf approved cognate foundation programme from a registered and accredited provider may be admitted. An USAf Exemption Certificate is required - the Office of the Registrar will facilitate, on behalf of the student, an application for degree admission to USAf, once the student has provided proof of payment to USAf.
	Transfer students	Candidates who have successfully completed at least 120 credits on the first year of a cognate degree may be admitted. However, if a student completed less than 120 credits, the admission criteria on the NSC or equivalent apply.
	OQSF qualifications	Candidates with an OQSF Level 5 cognate qualification may be admitted, provided the OQSF qualification has at least 120 credits at NQF Level 5. An USAf Exemption Certificate is required - the Office of the Registrar will facilitate, on behalf of the student, an application for degree admission to USAf, once the student has provided proof of payment to USAf.
	General Education Development (GED) - An USA qualification developed by the American Council on Education (ACE)	Candidates with a GED qualification may be admitted if they have an USAf Foreign Conditional Exemption Certificate as well as NBT: AQL results and have obtained a score of at least 51 for Academic Literacy (AL) and a score of at least 40 for Quantitative Literacy (QL).

Please note that this fact sheet is accurate at the time of publication. The Independent Institute of Education (The IIE) reserves the right to alter any of the content prior to commencement of registration due to changes in regulation, policy, market requirements, or any other valid reason.