

Don't settle.

Digital Design.



IIE Bachelor of Arts in Digital Design

DEGREE

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 User Experience (UX) (Interaction design and User Interface (UI) design;) and motion (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 whilst incorporating tools such as digital illustration, animation, photography and augmented reality and the latest digital design software in order to produce engaging visual narrative for platforms such as web, mobile, digital publication, film, photography, gaming, social, apps, and more.

Design.

Brand.

Business.

vegaschool.com



BA in Digital Design (IIE)

3 YEARS FULL-TIME | NQF LEVEL 7 | 360 CREDITS | SAQA ID: 94118

The IIE BA Degree in Digital 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 while 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 the optional Industry Immersion. All students have unlimited access to LinkedIn Learning, the world's foremost repository of interactive digital media training.

Career opportunities

Motion Designer | Interaction Designer | User Interface Designer | User Experience Designer | Social Media Designer | Digital Illustrator | 2D Animator | Visual Effects Artist | Art Director | Video Editor | Post-production Specialist | Entrepreneur

Modules

Year 1

Digital Design 1A & 1B
Digital Design Technology 1A and 1B
Creative Development 1
Design Studies 1
Brand and Marketing 1
Video and Photography

Year 2

Digital Design 2A & 2B
Digital Design Technology 2A and 2B
Collaborative Design and Copywriting 2A and 2B
Design Studies 2
Brand and Marketing 2

Year 3

Digital Design 3A & 3B
Digital Design Technology 3A and 3B
Collaborative Design and Copywriting 3
Introduction to Research
Brand and Marketing 3A: Strategy
Brand Challenge

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.

Admission requirements

Minimum Admission Requirements	English	
	NSC: Degree admission with	30% OR
	NC(V): Degree admission with	50% OR
	SC: Endorsement with	33.3%
	SC(a): Degree admission with	A minimum of 30% in LOLT in NSC/SC(a) OR with a min. of 33.3% in SC OR
Alternatively, 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.
International	An USAf Exemption Certificate is required and meeting the relevant English requirements.	

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.

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.



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