

**Don't settle.**

**Design Leadership.**



# IIE Bachelor of Arts Honours in Design Leadership

**HONOURS**

**FULL-TIME**

The IIE Bachelor of Arts Honours in Design Leadership is where design, creativity and innovation meet. Equipping graduates with the theory and practical knowledge to make a real impact as Creative Directors, Senior Designers, Design Entrepreneurs and Design Leads. The magic of design lies in collaboration where students engage in a number of creative projects, individually as well as part of interdisciplinary teams. With sound research and high-level conceptual problem solving, graduates develop a portfolio which illustrates solutions which add true economic, environmental and social value. Skills which are essential in this world where design, brand, business and technology collide in the most exciting way. Design Leadership graduates learn to sharpen and expand their thinking to be wholly human-centered. With a deeper knowledge of design research and ability to plan and execute complex design solutions, the degree lays a strong foundation for further Master's studies.

**Design.**

**Brand.**

**Business.**

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# BA Honours in Design Leadership (IIE)

1 YEAR FULL-TIME | NQF LEVEL 8 | 120 CREDITS | SAQA ID: 118641

Transforming ideas into solutions which make a genuine difference in peoples' lives - this is design. Creating and implementing sustainable, desirable and effective solutions. The scope of design careers has widened significantly and graduates with skills to think, question and create to better the human experience are in great demand. The paradigm shift in the role of design, and the designer specifically, has rendered the need for designers with advanced knowledge and skills in the areas of foresight, problem-finding abilities and evidence-based approaches. The IIE currently offers a range of Bachelor of Arts degrees in a variety of design disciplines. This Bachelor of Arts Honours in Design Leadership provides students with a focused postgraduate qualification relevant to their individual design disciplines and opens up a pathway for further postgraduate studies.

## Modules

- Design Leadership
- Design Strategy and Management
- Solution Design
- Collaborative Design
- Design Research

### Design Leadership

This module critically examines a range of key design leadership theories that frame the complex interrelationships between design, brand and business. The module engages with debates that are not bound by traditional disciplinary concerns in order to develop critical and creative engagement with complex societal and sustainable challenges. The future role of the designer and the development of design leaders are critically explored.

### Design Strategy and Management

This module analyses the processes of strategic evidence-based design, decision-making and the alignment of creative teams with these strategies and decisions. Students will consider the ethical and entrepreneurial role of design. Principles regarding the planning and management of own enterprises and design projects are applied.

### Solution Design

This module develops students' ability to solve complex design problems using appropriate design approaches. Students are required to demonstrate their strategic thinking and independent conceptual skills as designers. Students independently refine their skills and reflective awareness in a selected focus area of design and develops design outcomes within sustainable and social contexts, supported by research and documentation.

### Collaborative Design

This module focuses on collaboration, where ideas are generated and communicated in areas such as brand design, design systems, services, communication design, environments and objects. Solutions are grounded on contextual research and project outcomes contribute to a portfolio that shows creative, conceptual and strategic skills. Furthermore, the module deepens multidisciplinary professional learning and builds broader skills in complex project planning, leadership and adaptability.

## Design Research

The purpose of this module is to develop students' knowledge of design research concepts, principles and practices and foster their ability to perform both academic research and research aimed at informing design solutions. The module exposes students to various design research methods and techniques and introduces students to the development of an academic proposal and research report. The module guides them through the process of argument development, academic writing and reporting on research, whilst integrating design theory and contemporary discourse. Emphasis is placed on independent and critical thinking, analysis, research design and methods, written and visual communication of findings.

At the end of this qualification, you will achieve the following Exit Level Outcomes (ELO):

ELO1: Critically engage with advanced interdisciplinary theories and discourse in the broad fields of design and design leadership.
ELO2: Plan, develop and evaluate strategic, innovative design solutions for complex design problems that are guided by evidence and ethical considerations in multifaceted and diverse contexts.
ELO3: Conduct research that can inform the design process and outcomes as well as explore problems and complex issues pertaining to the broad discipline of design.
ELO4: Learn independently and in a self-critical manner to develop competencies suitable for life-long development in design and design leadership.

## Career opportunities

Senior Designers | Creative Directors | Art Directors | Senior Digital Designers | Design Entrepreneurs | Design Strategists | Design Consultants | Design Managers

## Admission requirements

<p>Minimum Admission Requirements:</p> <p>An appropriate NQF Level 7 Bachelor's degree with an average of 60 % in the final year; OR</p> <p>An appropriate Advanced Diploma, provided that a 360 credit Diploma OR appropriate equivalent has been completed, with an average of 60% in the final year.</p>		
<p>Please Note:</p> <ul style="list-style-type: none"> <li>Candidates are normally required to have a minimum final year average of 60% in the qualifications final-year (NQF L7) modules. Those with a final year average of 55 - 59% will be admitted if they attained 60% or higher for the designated cognate/core discipline final-year (NQF L7) modules.</li> <li>All candidates are required to submit a Design portfolio.</li> <li>Graduates of The IIE who do not meet the admissions requirements for admission to Honours can enrol for and repeat all or some of their NQF 7 modules in order to improve their marks so that they can meet the entry requirements for Honours. These graduate students will then receive an additional transcript after the completion of the repeat module(s), where the repeat module(s) will appear as a second iteration of the module(s) on the transcript. The marks from the second iteration can then be used for admission to Honours in the subsequent academic year. This option is only available to graduates from The IIE and do not apply to graduates from other Higher Education (HE) institutions.</li> </ul>		

Senate Discretionary Admission	Recognition of Prior Learning (RPL)	Candidates who fall outside the above criteria, but who can demonstrate, to the satisfaction of The IIE that they have an appropriate, related qualification or work-based learning, which has taken the candidate to the equivalent of an NQF Level 7 equivalent qualification, may be considered for admission into this programme through an RPL process.
International	A SAQA NQF L7 Evaluation Certificate in an appropriate field and meeting the additional admission requirements.	