

Don't settle.

Communication Design



IIE Bachelor of Communication Design

DEGREE

FULL-TIME

For the born visual thinker, and those who live and breathe creativity and problem solving, the IIE Bachelor of Communication Design offers a rich, rewarding fusion of strategic visual communication and human-centred design. The IIE Bachelor of Communication Design covers a broad spectrum of essential and advanced skills in a uniquely designed and highly stimulating degree format. This programme equips students with the knowledge and applied competencies, to meet communication design demands in industry and society in a human-centered, ethical, culturally appropriate, and sustainable manner.

Design.

Brand.

Business.

vegaschool.com

Vega is an educational brand of The Independent Institute of Education (Pty) Ltd.



Bachelor of Communication Design (IIE)

3 YEARS FULL-TIME | NQF LEVEL 7 | 360 CREDITS | SAQA ID: 119199

This programme aims to develop creative thinkers who conceptualise and create strategic and human-centred visual design solutions for different purposes, communication contexts and audiences and who can work independently or in multidisciplinary teams. All elements of visual literacy are robustly engaged with while the core crafting skills such as photography; art direction; film and video; identity design; web design; typography; layout design; packaging; drawing and illustration.

Students learn how to employ strategic and creative thinking to develop and visualise innovative concepts for various outputs, styles and client requirements with each student guided in the individual development of a professional design portfolio at the end of their final 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.

Students are formally trained in the most up-to-date software to become astute in the cutting-edge applications and technologies used in industry. They master design for print and digital media and have access to fully-equipped digital studios. As part of the experiential component of the qualification, students work in multidisciplinary teams engaging in real-world brand activations 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

Graphic Designer | Illustrator | Art Director | Typographer | 2D Animator | Freelancer | Graphic Artist | User Experience Designer | Information Designer | Experiential Designer | Creative Director | Web Designer | Information Designer | Instructional Designer | Interaction Designer | Packaging Designer | Design Entrepreneur | Editorial Designer

Modules

Year 1	Year 2	Year 3
Brand and Marketing 1 Design Studies 1 Communication Design Technology 1A & 1B Illustration 1 Communication Design 1A & 1B Creative Development 1	Communication Design 2A & 2B Design Studies 2 Communication Design Technology 2 Brand and Marketing 2 Video and Photography Collaborative Design and Copywriting 2A & 2B	Communication Design 3A & 3B Introduction to Research Communication Design Technology 3 Professional Practise Collaborative Design and Copywriting 3 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 Maths and English requirements.

Senate Discretionary Admission	Admission Requirements
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.

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