

# For the creators.

Design.  
Brand.  
Business.

[vegaschool.com](https://vegaschool.com)





## Our Purpose

IIE-Vega prepares young creatives and strategic thinkers to make a meaningful impact in an ever changing world. We deliver IIE programmes and engagement opportunities that develop creatives in strategy and strategists in creativity. Because the working world and society needs more creative solution finders.

## Our Story

Vega was founded in 1999 by a breakaway group of pioneers, mavericks, and innovators; IIE-Vega was born in response to the urgent need to shift the paradigm of conventional marketing communications. A rapidly changing world called for a new school of thought and we answered that call.

## Life at IIE-Vega

Our four campuses located in Johannesburg, Cape Town, Pretoria and Durban are equipped with computer studios, libraries, creative and photographic studios, exhibition facilities and canteens. WIFI access is available enabling you to bring your own devices to work on, study and check emails on campus. We believe a vibrant student life is essential to a balanced student experience and is an important part of strengthening communication and interaction between students. On all campuses you will find a Student Liaison Body playing an energising role in building a holistic student community that works and plays together. You also have the choice to study via IIE Distance (Online).

# Teaching and Learning Philosophy



**The Independent Institute of Education** is South Africa's largest private higher education provider which operates across 24 campuses through IIE-Varsity College, IIE-Vega, IIE-Rosebank College and IIE-MSA campuses. IIE qualifications are available to study on a full-time or part-time basis both on campuses or IIE distance (online). The teaching and learning strategy focuses on developing the skills necessary for student success – in study and life. The IIE offers career oriented higher education qualifications from Higher Certificate to Doctoral level and focuses on the integration of theory and its application with the modern world of work. As a result, graduate uptake in the relevant industries is high. The IIE leverages its industry and professional association relationships and endorsements and the external moderation of its qualifications to ensure that it delivers on its promise to offer focused, relevant high quality qualifications to its students as evidenced by our local accreditation and registration, and our international institutional accreditation from the British Accreditation Council.

Our lecturers, the IIE-Vega Navigators, come from specialised industry fields with the ability to link theoretical and practical aspects and components. This closely mirrors the reality of the industry that you will be entering. IIE-Vega Navigators are the most influential point of contact within the IIE-Vega brand. The knowledge and experience of Navigators guide and support your development. Navigators at IIE-Vega follow a specific methodology that includes the nurturing of creativity and innovation. We believe that this requires guidance rather than direction and trying to impart by decree. Learning at IIE-Vega is fuelled by an internal mantra – wisdom**with**magic. We believe that any compelling creative communication should have strategic intent. It follows that strategic innovation depends on original thinking.



# Brand Challenge

real clients, real briefs, real time, real pressure.

IIE-Vega's signature Brand Challenge is designed to prepare the next generation of industry leaders and thinkers for the reality of the working world, whilst equipping them with the skills they need to boost their employability.

A real life project that engages transdisciplinary third year and honours student teams comprising of Strategic Brand Planners, Digital Marketers, Communication Designers, Experience Designers and Copywriters in the development and execution of original and meaningful solutions to real-life brand challenges.

# Brand Activations

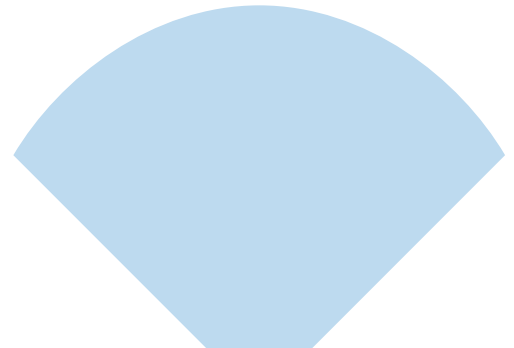
IIE-Vega second year students work in multidisciplinary teams during Brand Activation. Students gain exposure to working with real-life clients on real-world briefs and develop innovative solutions for challenges facing those brands. Due to the limited time frame, they engage with the exciting process of design thinking to reframe the brand problem, ideate and collaborate with colleagues and stakeholders, and deliver a solution through rapid prototyping.

# IIE-Vega International Exchange Programmes

Exploration and developing entrepreneurial skills are close to every Veganite's heart. When combined with an international exchange, we are able to further challenge our perspectives, build independence and appreciate our personal uniqueness.

Students in their third and honours years, may apply for an exchange at the following institutions upon completion of their IIE qualification:

- **Fontys Academy for Creative Industries** in Tilburg, Netherlands:
  - Students may select from 3 different fields - Transmedia Storytelling, Trend Watching, or a selection of advanced courses:  
<https://fontys.edu/About-us/Fontys-Academy-for-Creative-Industries-1/Exchange-programmes-7.htm>
  - Four students in total are selected nationally to attend a semester.
- **Sup de Pub** (INSEEC School of Communication) in Paris, France:
  - Students may enrol in the field of International Brand Strategy  
<https://www.supdepub.com/en/>;
  - Six students in total are selected nationally to attend the programme.



# IIE Qualifications delivered at IIE-Vega



## **IIE Doctorate**

### **Doctor of Philosophy in Brand Leadership**

2 Years Full-Time IIE Distance (Online) | 3 Years Part-Time IIE Distance (Online)  
NQF level 10 | SAQA ID: 110825

## **IIE Master's**

### **Master of Arts in Creative Brand Leadership**

2 Years Part-Time | NQF level 9 | SAQA ID: 90621

### **Master of Commerce in Strategic Brand Leadership**

2 Years Part-Time IIE Distance (Online) | NQF level 9 | SAQA ID: 111305

## **IIE Honours**

### **Bachelor of Arts Honours in Design Leadership**

1 Year Full-Time | 2 Years Part-Time IIE Distance (Online) | NQF level 8 | SAQA ID: 118641

### **Bachelor of Arts Honours in Interior Design**

1 Year Full-Time | NQF level 8 | SAQA ID: 99784

### **Bachelor of Arts Honours in Strategic Brand Communication**

1 Year Full-Time | 2 Years Part-Time IIE Distance (Online) | NQF level 8 | SAQA ID: 98012

### **Bachelor of Commerce Honours in Strategic Brand Management**

1 Year Full-Time | 2 Years Part-Time IIE Distance (Online) | NQF level 8 | SAQA ID: 96079





## IIE Postgraduate Diplomas

### Postgraduate Diploma in Brand Building

1 Year Full-Time | 2 Years Part-Time IIE Distance (Online)  
NQF level 8 | SAQA ID: 111309

### Postgraduate Diploma in Futures Thinking

2 Years Part-Time IIE Distance (Online) | NQF level 8 | SAQA ID: 118660

### Postgraduate Diploma in Instructional Design

18 Months Part-Time IIE Distance (Online) | NQF level 8 | SAQA ID: 119824

### Postgraduate Diploma in Digital Strategy

2 Years Part-Time IIE Distance (Online) | NQF level 8 | SAQA ID: 119823







## **IIE Degrees**

### **Bachelor of Communication Design**

3 Years Full-Time | NQF level 7 | SAQA ID: 119199

### **Bachelor of Arts in Copywriting**

3 Years Full-Time | NQF level 7 | SAQA ID: 118401

### **Bachelor of Experience Design**

3 Years Full-Time | NQF level 7 | SAQA ID: 119813

### **Bachelor of Arts in Interior Design**

3 Years Full-Time | NQF level 7 | SAQA ID: 87306

### **Bachelor of Computer and Information Science in Game Design and Development**

3 Years Full-Time | NQF level 7 | SAQA ID: 94726

### **Bachelor of Arts in Strategic Brand Communication**

3 Years Full-Time | 4 Years Part-Time IIE Distance (Online)  
NQF level 7 | SAQA ID: 91723

### **Bachelor of Commerce in Digital Marketing**

3 Years Full-Time | NQF level 7 | SAQA ID: 90742

### **Bachelor of Commerce in Strategic Brand Management**

3 Years Full-Time | 4 Years Part-Time IIE Distance (Online)  
NQF level 7 | SAQA ID: 93948



## **IIE Diploma**

### **Advanced Diploma in Brand Innovation**

18 Months Part-Time IIE Distance (Online) | NQF level 7 | SAQA ID: 73369

## **IIE Higher Certificates**

### **Higher Certificate in Video and Photography**

1 Year Full-Time | NQF level 5 | SAQA ID: 117916

### **Higher Certificate in Creative Development**

1 Year Full-Time | NQF level 5 | SAQA ID: 90661

### **Higher Certificate in Brand Building Practice**

1 Year Full-Time | NQF level 5 | SAQA ID: 90658

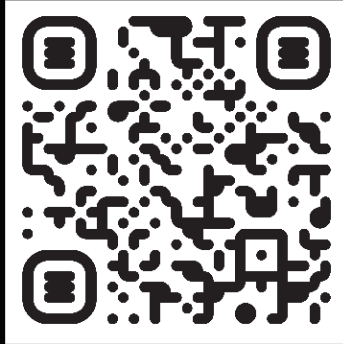
### **Higher Certificate in Digital Marketing**

1 Year IIE Distance (Online) | NQF level 5 | SAQA ID: 111345

**88%\* of IIE-Vega graduates were employed within 6 months of graduating.**

\*includes part-time and freelance positions





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## Contact Us

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# For the creators.



**The IIE is accredited as an Independent Higher Education Institution by the British Accreditation Council.**



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