

IIE Bachelor of Experience Design

Vega School

3 Years Full-Time Degree | NQF Level 7
360 Credits | SAQA ID: 119813 | BEXD0701

- Cape Town-City
- Umhlanga
- Sandton
- Pretoria

Qualification Description

Experience Design is the field of choice for imagineers who are driven to combine their creativity with cutting edge technology. Experience designers are passionate about how products or services make people feel. They consider the emotional impact of every aspect of a product to design memorable experiences that enrich people's lives. The IIE Bachelor of Experience Design degree introduces students to user-first design principles and digital product development strategies. At the start of their second year, students have the opportunity to select a learning programme (specialisation) in either User Experience (UX) Design or Motion Design that prepares them for a career path built around their creative strengths and personal area of interest.

The learning programme in UX Design equips students with the necessary skills to stand out in UX Design and students engage with traditional elements and principles of visual design, theories and principles of user-centered design, user interface (UI) and interaction design, information architecture and usability.

They are introduced to the processes, approaches, tools and methods of UX design such as agile, fast-prototyping, user flows and wire-framing. They learn to use industry-standard software and platforms and explore new and emerging technologies to produce user-friendly, interactive experiences for platforms such as web, mobile, social media, gaming and more.

The learning programme in Motion Design equips students with the necessary skills to stand out in the fast evolving field of interactive and immersive motion design. Students engage with the fundamental elements and principles of visual design, foundational drawing for character design and the theories and principles of user-centered design, animation and visual storytelling. They are introduced to processes, pipelines and tools of both 2D and 3D animation.



They learn to use industry-standard software and platforms and explore new immersive technologies such as augmented and virtual reality to produce interactive and immersive visual narratives for platforms such as web, mobile, social media, digital displays, gaming and more.

The IIE Bachelor of Experience 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. 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 an optional Industry Immersion.

All students have unlimited access to LinkedIn Learning, the world's foremost repository of interactive digital media training.

Who Is This Qualification Aimed At?

This qualification is aimed at school leavers and mature students who want to pursue a career combining technology and design to create impactful experiences that engage, entertain, inform, and persuade. Experience Designers design how people use digital (and sometimes physical) products and systems, considering the user's experience at every point of contact with a product or system. The qualification prepares graduates for creative career opportunities across a diverse range of sectors—from digital design, UX in application and web design, and Customer Experience Design to motion design for advertising and the entertainment and events sector. Students develop a general foundation in digital design during their first year before choosing a specialisation in either UX or motion design for their second and third years.

Admission Requirements

Minimum Admission Requirements		English	Notes
	NSC: Bachelor's Degree pass with	50%	A minimum of 30% in LoLT on NSC/ SC(a) OR with a min. of 33.3% on SC.
	NC(V): Bachelor's Degree pass with	60%	
	SC: Endorsement with	50%	
	SC(a): Degree pass with		
	International	An USAf Exemption Certificate is required and meeting the English requirements.	
	A cognate Higher Certificate or cognate 240 credit Diploma OR an Advanced Certificate OR 360 credit Diploma OR Degree 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.

Should you have any other school leaving qualification not mentioned above, please reach out to a Student Advisor.

Scan the QR Code to learn more about Alternate Admission requirements for:
RPL | Mature Age Exemptions | USAf International Students | One module outstanding from a Higher Certificate



Curriculum Outline

The curriculum is designed to provide students with a structured progression through core disciplines, fostering both theoretical understanding and applied competence across key areas of study.

The core disciplines included in this programme are:

Modules	Module Purpose
Experience Design 1	These modules introduce students to design fundamentals such as design principles, visual layout and typography, the principles, processes and tools of UX design and Motion design fundamentals such as animation pipelines and principles. Students also develop design thinking skills such as design research, creative strategy development and concept ideation
Experience Design Technology 1	These modules introduce students to software used in digital content design. These include Adobe Illustrator Photoshop, Premier Pro, Audition and After Effects.
Creative Development	Students learn to generate new creative ideas by combining or transforming existing ideas through a process that incorporates various ideation techniques.
Video and Photography	This module introduces students to the application of the principles, processes and basic techniques of photography and videography.
Design Studies 1 & 2	Students examine contemporary theories, the evolving design landscape and the impact of the digital age, sustainable and societal needs on design.
Brand and Marketing 1-3	Students explore the brand building tools and processes that comprise a basic brand and marketing communication plan, including the practical application of brand building theory through researching and developing brand-led solutions to practical brand planning and communication scenarios.
Creative Collaboration 2 & 3 and Brand Challenge	Students develop a range of technology and design skills and practically explore the role of UX design to address complex challenges. They develop their knowledge of professional practice and build an industry-ready design portfolio.
Specialisations	
Students must choose between either User Experience (UX) Design or Motion Design	
User Experience (UX) Design	Motion Design
UX Design 2 & 3 Students develop a range of technology and design skills and practically explore the role of UX design to address complex challenges. They develop their knowledge of professional practice and build an industry-ready design portfolio. AND UX Design Technology 2 & 3 These modules introduce students to technologies used in interaction and web design, including Figma, HTML5, CSS 3 and JavaScript. Students develop advanced skills to dynamically control web content and explore the use of new and emerging technologies such as mixed reality and artificial intelligence.	Motion Design 2 & 3 Students explore various media and technologies to design motion content for diverse applications and cultivate a personal creative style. They practically explore the role of Motion design to address complex challenges. They develop their knowledge of professional practice and build an industry-ready design portfolio. AND Motion Design Technology 2 & 3 These modules develop advanced software and technological skills to create convincing 2D and 3D motion designs, Visual effects and immersive motion content for technologies such as Augmented and Virtual Reality.

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Curriculum Structure

Year 1							
Semester 1				Semester 2			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
CRDE5111	Creative Development 1	5	15	BRST5121	Brand and Marketing 1	5	15
DEST5111	Design Studies 1	5	15	VIPH5112	Video and Photography	5	15
EXDE5111	Experience Design 1A	5	15	EXDE5112	Experience Design 1B	5	15
EDTE5111	Experience Design Technology 1A	5	15	EDTE5112	Experience Design Technology 1B	5	15
Year 2							
Semester 3				Semester 4			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
DEST6211	Design Studies 2	6	15	BRST6222	Brand and Marketing 2	6	15
CDCW6211	Creative Collaboration 2A	6	15	CDCW6212	Creative Collaboration 2B	6	15
Students must choose between either User Experience (UX) Design or Motion Design							
UXDE6211	UX Design 2A	6	15	UXDE6212	UX Design 2B	6	15
UXTE6211	UX Design Technology 2A	6	15	UXTE6212	UX Design Technology 2B	6	15
MODE6211	Motion Design 2A	6	15	MODE6212	Motion Design 2B	6	15
DMDE6211	Drawing for Motion Design	6	15	MDTE6212	Motion Design Technology 2	6	15
Year 3							
Semester 5				Semester 6			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
IRDE7311	Introduction to Design Research	7	15	BRST7311	Brand and Marketing 3A: Strategy	7	15
CDCW7311	Creative Collaboration 3	7	15	XBRC7322	Brand Challenge	7	15
Students must choose between either User Experience (UX) Design or Motion Design							
UXDE7311	UX Design 3A	7	15	UXDE7312	UX Design 3B	7	15
UXTE7311	UX Design Technology 3A	7	15	UXTE7312	UX Design Technology 3B	7	15
MODE7311	Motion Design 3A	7	15	MODE7312	Motion Design 3B	7	15
MDTE7311	Motion Design Technology 3A	7	15	MDTE7322	Motion Design Technology 3B	7	15

Further Study Pathways

The successful completion of The IIE Bachelor of Communication Design enables you to progress into The IIE Bachelor of Arts (BA) Honours in Design Leadership delivered at Emeris, subject to meeting the admission requirements.

Career Opportunities

Specialisation in UX Design:

- User Experience (UX) Designer
- User Interface (UI) Designer
- Web / App Designer
- Digital Product Designer
- Digital Designer
- Interaction Designer
- Instructional Designer
- Customer Experience (CX) Designer

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Please note, details are correct at the time of publication.

- Experiential Consultant
- Design Lead
- CX Lead
- Freelancer
- Design Entrepreneur

Specialisation in Motion Design:

- Digital Designer
- Motion Designer
- 2D Animator
- 3D Animator
- Digital Illustrator / Concept Artist
- Simulation Designer
- Augmented / Virtual Reality Designer
- Experiential Consultant
- Creative Director
- Design Entrepreneur
- Freelancer

Timetables

This qualification is aimed at students who wish to complete full-time face-to-face studies for the duration of their qualification. This means that students are expected to be available Mon-Fri 8:00 - 17:00 throughout the day for class in the academic year depending on how the timetable is structured.

Students must also note that timetables remain subject to change throughout the academic year.

System and Software Requirements

Recommended Computer/Laptop Specifications (For future proofing):

- OS - Windows 11 *
- Processor (CPU) - Intel Core i5 / Ultra 5 or better / AMD Ryzen 5 or better
- Ram - 32GB
- GPU - Nvidia RTX 4000 OR 5000 Series with a minimum of 8GB of VRAM - 16GB of VRAM
- Storage Space - 1TB NVME SSD or larger

PLEASE NOTE that a laptop with a Windows Operating System is preferable, as most 3D modelling software is not Mac Native and does not perform reliably on IOS. A reliable internet connection (we recommend 5-10 GB of data per month), your own device with at least Windows 11 or macOS 10.15 (Microsoft Office 365 is available as a free download for students), and Google Chrome, Microsoft Edge or Firefox.

SOFTWARE USED IN FIRST YEAR: (Student discount available annually)

- Adobe Creative Cloud: Photoshop, Illustrator, Premiere Pro and After Effects

SOFTWARE USED IN SECOND AND THIRD YEAR:

UX Design

- Adobe Creative Cloud
- Figma, Visual Studio Code and Unreal Engine available on the Cloud through our institutional student license.

Motion Design

- Adobe Creative Cloud
- Blender (open source) and Unreal Engine available on the Cloud through our institutional student license.

ADDITIONAL RECOMMENDED EQUIPMENT FOR BOTH SPECIALISATIONS:

- SLR camera (For photography Module)
- Digital Drawing tablet (Used across all three years)

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Graduation and Completion Requirements for This Qualification

In order to be awarded this qualification, you must have achieved a minimum final year mark of fifty percent (50%) for all 24 modules in the curriculum.

As a contact student, this qualification is structured to be completed over 3 years. The maximum time for completing a qualification full-time is double the minimum time associated with the qualification, and for part-time an additional year is allowed.

Apply Online

After your application is submitted, we will review your documentation and provide an outcome regarding your chosen study.



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