

# For the creators.

## Communication Design



# IIE Bachelor of Communication Design

**Degree**      **Full-Time**

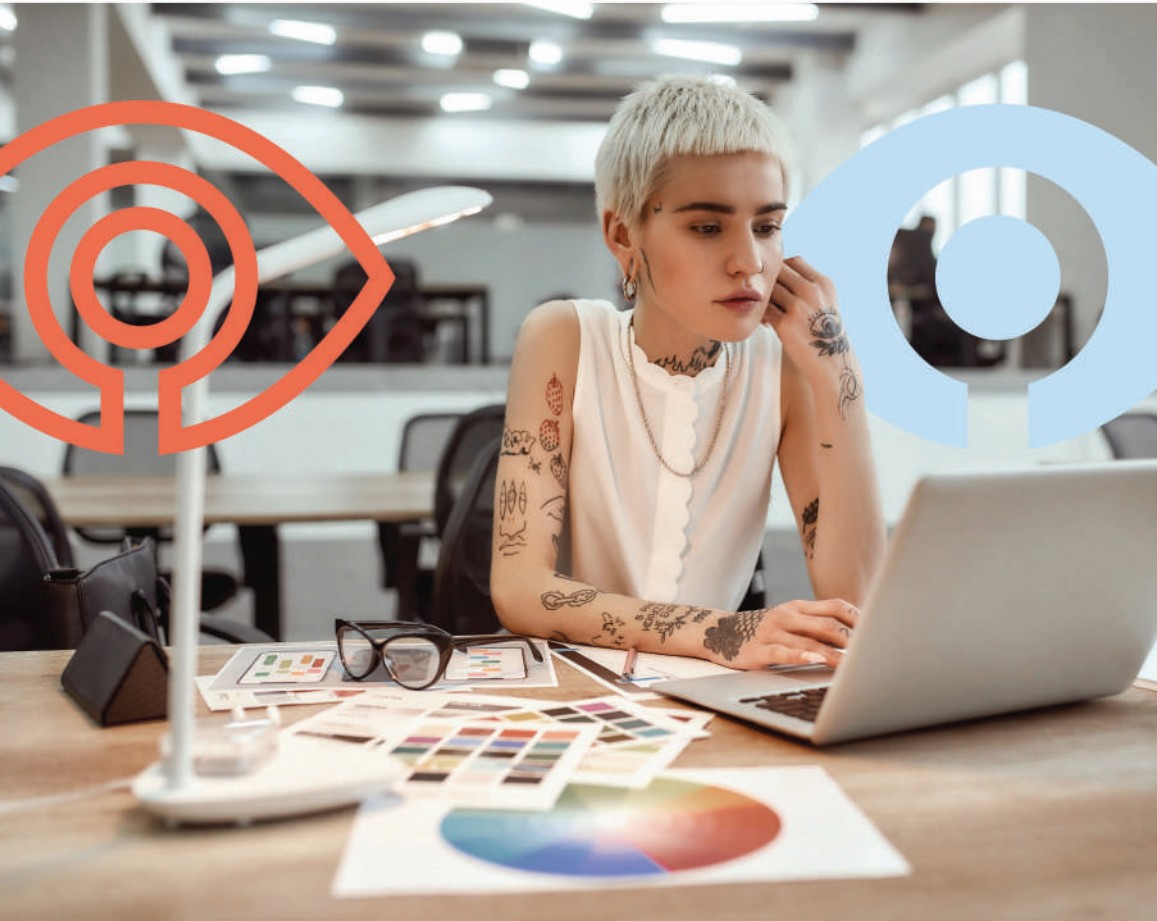
For the born visual thinker, and those who live and breathe creativity and problem solving, the IIE Bachelor of Communication Design offers a rich, rewarding fusion of strategic visual communication and human-centred design. The IIE Bachelor of Communication Design covers a broad spectrum of essential 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.

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.

Design.  
Brand.  
Business.

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

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# IIE Bachelor of Communication Design

3 Years Full-Time | NQF Level 7 | 360 Credits | SAQA ID: 119199

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.

## Modules

Year 1					
Semester 1			Semester 2		
Code	Module Name	Credits	Code	Module Name	Credits
CRDE5111	Creative Development 1	15	BRST5121	Brand and Marketing 1	15
DEST5111	Design Studies 1	15	ILLU5132	Illustration 1	15
CDES5111	Communication Design 1A	15	CDES5112	Communication Design 1B	15
CODT5111	Communication Design Technology 1A	15	CODT6112	Communication Design Technology 1B	15

Year 2					
Semester 3			Semester 4		
Code	Module Name	Credits	Code	Module Name	Credits
DEST6211	Design Studies 2	15	BRST6222	Brand and Marketing 2	15
CDCW6211	Creative Collaboration 2A	15	CDCW6212	Creative Collaboration 2B	15
VIPH5112	Video and Photography	15	CDES6212	Communication Design 2B	15
CDES6211	Communication Design 2A	15	CODT6212	Communication Design Technology 2	15

Year 3					
Semester 5			Semester 6		
Code	Module Name	Credits	Code	Module Name	Credits
INRS7321	Introduction to Research	15	BRST7311	Brand and Marketing 3A: Strategy	15
CDCW7311	Creative Collaboration 3	15	XBRC7322	Brand Challenge	15
CODT7311	Communication Design Technology 3	15	PPRC7312	Professional Practice	15
CDES7311	Communication Design 3A	15	CDES7312	Communication Design 3B	15

## Career opportunities

Graphic Designer | Illustrator | Art Director | Typographer | Motion Graphic Design | Freelancer | Information Designer | Creative Director | Web (User Interface) Designer | Instructional Designer | Packaging Designer | Design Entrepreneur | Editorial Designer

### 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.

## 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 throughout the day for class in the academic year depending on how the timetable is structured. Students may also be required to write assessments or submit coursework or assignments outside of normal class time. Students who would like to pursue part time employment opportunities outside of the academic programme must prioritise their studies and avoid committing to work schedules until after they have received their timetables and academic calendar from the institution. Students must also note that timetables remain subject to change throughout the academic year.

## Study further with IIE Pathways

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

## Admission requirements

Minimum Admission Requirements	English	Notes
NSC: Bachelor pass with	30% OR	A minimum of 30% in LOLT in NSC/SC(a) OR with a min. of 33.3% in SC.
NC(V): Bachelor pass with	50% OR	
SC: Endorsement with	33.3%	
SC(a): Bachelor pass with		
International	An USAf Exemption Certificate is required and meeting the relevant 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 contact navigator. THE IIE IS ACCREDITED AS AN INDEPENDENT HIGHER EDUCATION INSTITUTION BY THE BRITISH ACCREDITATION COUNCIL.