



# IIE Bachelor of Arts Honours in Design Leadership

Honours

Distance

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.

For the creators.

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# IIE Bachelor of Arts Honours in Design Leadership

2 Years Part-Time Distance | 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.

## Career opportunities

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

## 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.

Year 1					
Semester 1			Semester 2		
Code	Module Name	Credits	Code	Module Name	Credits
DESL8411	Design Leadership	20	SDES8411	Solution Design	20
			DESR8419	Design Research (18-Month Module)	

Year 2					
Semester 3			Semester 4		
Code	Module Name	Credits	Code	Module Name	Credits
DESM8412	Design Strategy and Management	20	CLDE8412	Collaborative Design	20
DESR8419	Design Research (18-Month Module)				40

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

<b>ELO1:</b> Critically engage with advanced interdisciplinary theories and discourse in the broad fields of design and design leadership.
<b>ELO2:</b> 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.
<b>ELO3:</b> 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.
<b>ELO4:</b> Learn independently and in a self-critical manner to develop competencies suitable for life-long development in design and design leadership.

## Study further with IIE Pathways

The successful completion of the IIE BA Honours in Design Leadership enables you to progress into an appropriate Master's qualification, subject to meeting the admission requirements.

## Admission requirements

<b>Minimum Admission Requirements:</b>	An appropriate Bachelor's Degree <b>OR</b> An appropriate Advanced Diploma provided that a 360 credit Diploma or appropriate equivalent has been completed.	<b>Admission Criteria for Honours Programmes:</b>	All candidates are required to submit a Design portfolio.  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 an average of 60% or higher for the designated cognate/core discipline module at final-year (NQF L7) level.
<b>Senate Discretionary Admission Recognition of Prior Learning (RPL)</b>	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).		
<b>Additional Notes</b>	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 Level 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 does not apply to graduates from other HE institutions.		

Please note that this fact sheet is accurate at the time of publication. The Independent Institute of Education (The IIE) reserves the right to alter any of the content prior to commencement of registration due to changes in regulation, policy, market requirements, or any other valid reason.

## To succeed in your distance journey, you need to be

- Self-motivated and invested in your learning journey.
- Disciplined and able to balance studying with work and family commitments.
- Able to direct your own studies, maintaining a diligent pace.

## Distance delivery includes

- A distance learning system that leads students through the content, prescribed material and activities.
- Distance academic navigators (tutors) who are subject experts and maintain the human experience of the learning process.
- Weekly live sessions with your distance navigators.
- A dedicated success navigator who supports students throughout the learning journey.
- Distance research supervisors who guide students' research design, development and learning.
- Access to our distance information centre and resources.

**Note:** While you can generally structure your study time as you need, there are scheduled distance sessions during which you will get mediated support. Scheduled assessments in the form of online activities, assignments and exams are paced to ensure your studies progress.

## Device and Connectivity Specifications Required for Online Study

- Reliable internet connection (we recommend 5-10 GB of data per month and an internet speed of at least 0.15 Mbps).
- Desktop PC or laptop with at least an i3 processor and 4GB RAM memory.
- Windows 8 or macOS 10.15 (Microsoft Office 365 is available as a free download for IIE students), and Google Chrome, Microsoft Edge Chromium or Firefox.
- A working webcam and microphone.
- An uninterrupted power supply is also highly recommended.

*Exams are written at an exam centre and in some instances online. These details will be specified in your programme assessment schedule.*

## To assist you in succeeding in your distance journey, our teaching approach is

- Student-centric: we facilitate your thought processes to foster innovative ideas and creative solutions.
- Authentic: we use real-life examples and case studies.
- Activity-based: We move your learning forward through applied activities and assessments.
- Discussion-based: we ask you questions and stimulate debate to provoke deep thought and insights about course content.

## Where assessments are written in person

- For students based in South Africa, online students may select any campus of The IIE's Varsity College, Rosebank College, Vega, or IIE MSA as their Examination Centre.
- An alternative examination centre is only permissible for students studying abroad and those located in a province of South Africa where there is no IIE campus. If there is no IIE campus within reach, an alternative venue will need to be sourced by you. For non-IIE venues, there is an alternative venue levy per module.

## What you need in terms of time and materials

- Prescribed textbooks are available for online purchase.
- Distance students need to commit to approximately 12 -15 hours a week for distance engagement (most of which is after hours) with material and assessments to succeed.

*Please note synchronous sessions generally take place after hours.*

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



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