IIE Bachelor of Experience Design

Degree **Full-Time**

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.

For the creators.

vegaschool.com

IIE Bachelor of Experience Design

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

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.

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 | 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

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	VIPH5112	Video and Photography	15
EXDE5111	Experience Design 1A	15	EXDE5112	Experience Design 1B	15
EDTE5111	Experience Design Technology 1A	15	EDTE5112	Experience 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
Students must choose between either *User Experience (UX) Design or Motion Design*					
UXDE6211	UX Design 2A	15	UXDE6212	UX Design 2B	15
UXTE6211	UX Design Technology 2A	15	UXTE6212	UX Design Technology 2B	15
MODE6211	Motion Design 2A	15	MODE6212	Motion Design 2B	15
DMDE6211	Drawing for Motion Design	15	MDTE6212	Motion Design Technology 2	15

Year 3

Semester 5			Semester 6		
Code	Module Name	Credits	Code	Module Name	Credits
IRDE7311	Introduction to Design Research	15	BRST7311	Brand and Marketing 3A: Strategy	15
CDCW7311	Creative Collaboration 3	15	XBRC7322	Brand Challenge	15
Students must choose between either *User Experience (UX) Design or Motion Design*					
UXDE7311	UX Design 3A	15	UXDE7312	UX Design 3B	15
UXTE311	UX Design Technology 3A	15	UXTE7312	UX Design Technology 3B	15
MODE7311	Motion Design 3A	15	MODE7312	Motion Design 3B	15
MDTE7311	Motion Design Technology 3A	15	MDTE7312	Motion Design Technology 3B	15

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 Experience 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's Degree pass with	30%	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	50%	
	SC: Endorsement with	33.3%	
	SC(a): Bachelor pass		
	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 contact navigator.

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

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.