

IIE-Vega is for the creative strategists; and the strategic creatives.

IIE-Vega.
For the creators.



Brand
Communication



Brand
Management



Interior
Design



Communication
Design



Experience
Design



Game
Design



Digital
Marketing



We were **born to create.**
To **dream.** To **think.** To **make.**

IIE-Vega is **where creativity and strategy meet.**

Within these walls,
we **harness the power of creative talent** and
strategic thinking to **build a better future.**

We call it the **creative advantage.**
The **Vega advantage.**

We don't just prepare **young creatives** and
strategic thinkers. We **inspire them** to be
difference-makers.

IIE qualifications and **engagement opportunities**
at IIE-Vega are designed to **develop critical**
thinking skills to **tackle the toughest challenges**
in an **ever-changing world.**

Why? Because **we believe creativity unlocks a**
better tomorrow.

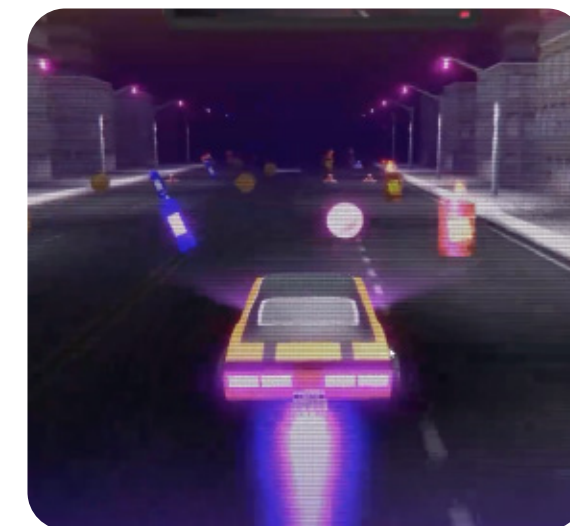
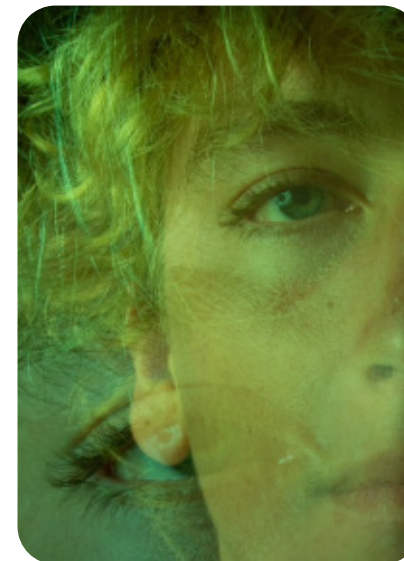
The world needs **more than just good ideas.**
It needs both **creative strategists,** and **strategic**
creatives, who can **turn powerful ideas into**
reality.

The world needs creators.

Unleash your **creativity,**
develop your **strategic thinking,**
and **make a meaningful impact.**

IIE-Vega School.
For the creators.

For the
creators.



**For the
designers.**



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.

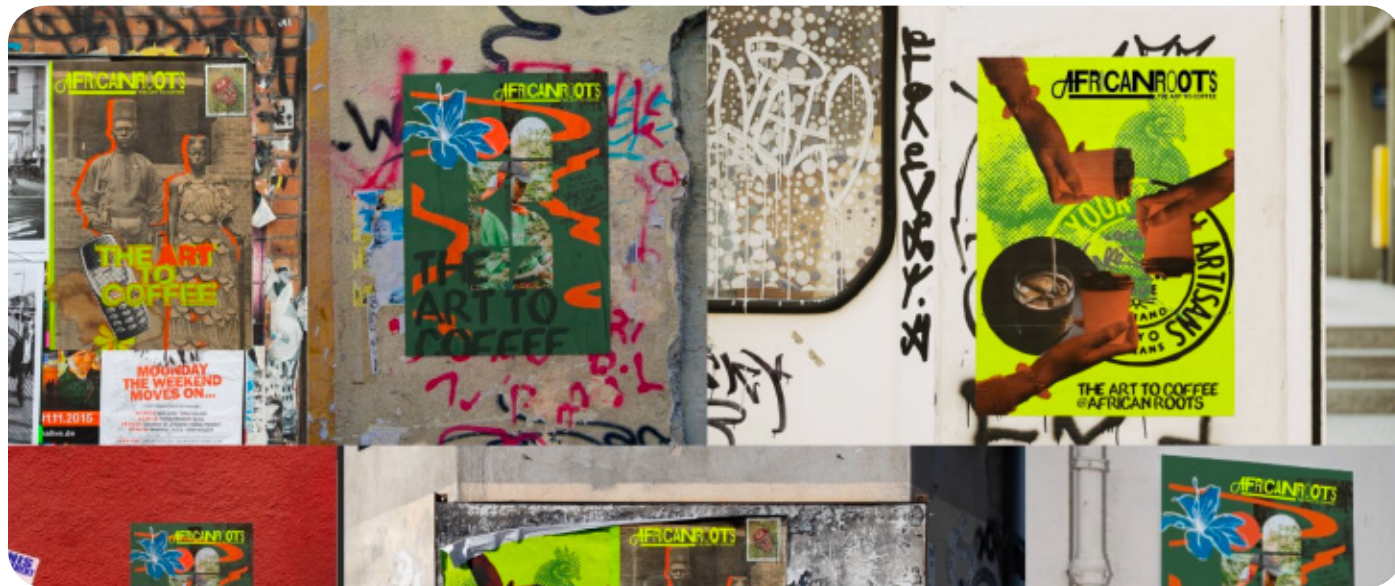
Life at IIE-Vega

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 distance.

Teaching and Learning Philosophy

The Independent Institute of Education is South Africa's largest private higher education provider which operates across 24 campuses through The IIE's Varsity College, IIE-Vega, IIE MSA, and IIE Rosebank College campuses.

IIE qualifications are available to study on a full-time or part-time basis both on campuses or distance. 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, and Experience Designers 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.

This is where strategy and creativity meet.

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:

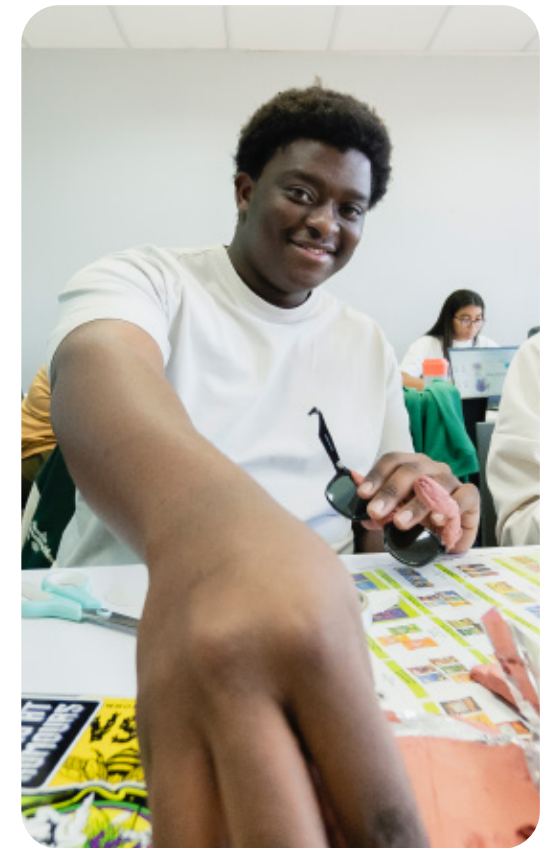
Fontys Academy for Creative Industries in Tilburg, Netherlands:

- Students may select from 3 different fields - Transmedia Storytelling, Trend Watching, or a selection of advanced courses: <https://www.fontys.nl/en/Study-at-Fontys/Exchange-programmes.htm>
- Four students in total are selected nationally to attend a semester.

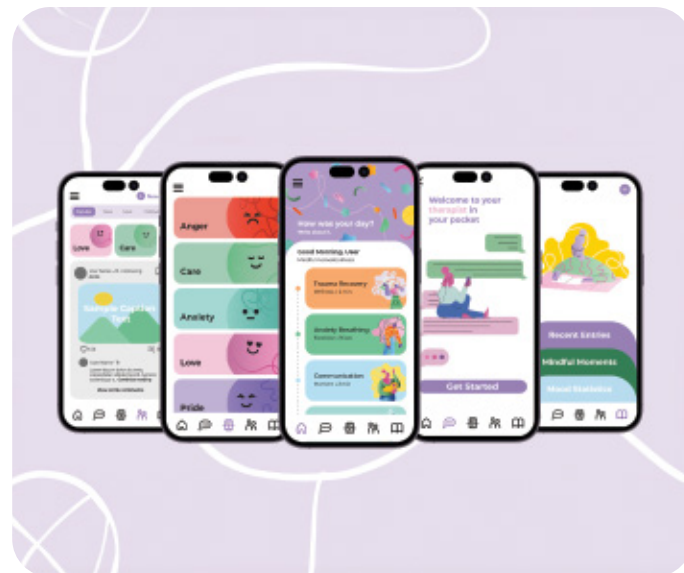
Sup de Pub (INSEEC School of Communication) in Paris, France:

- 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.





**Collaborate,
build, and
make an impact.**



IIE Qualifications delivered at IIE-Vega

IIE Doctorate

Doctor of Philosophy in Brand Leadership
2 Years Full-Time Distance | 3 Years Part-Time Distance
NQF level 10 | SAQA ID: 110825

IIE Master's

Master of Arts in Creative Brand Leadership
2 Years Part-Time Distance | NQF level 9 | SAQA ID: 90621

Master of Commerce in Strategic Brand Leadership
2 Years Part-Time Distance | NQF level 9 | SAQA ID: 111305

Masters in Design Leadership
2 Years Part-Time Distance | NQF level 9 | SAQA ID:*

IIE Honours

Bachelor of Arts Honours in Design Leadership
1 Year Full-Time | 2 Years Part-Time Distance | 1 Year Full-Time Distance
NQF level 8 | SAQA ID: 118641

Bachelor of Arts Honours in Strategic Brand Communication
1 Year Full-Time | 2 Years Part-Time Distance | 1 Year Full-Time Distance
NQF level 8 | SAQA ID: 98012

*The programme is approved by the CHE and pending registration with SAQA and the Department of Higher Education and Training.



IIE Honours

Bachelor of Commerce Honours in Strategic Brand Management

2 Years Part-Time Distance | 1 Year Full-Time Distance

NQF level 8 | SAQA ID: 96079

Bachelor of Arts Honours in Interior Design

1 Year Full-Time | 2 Years Part-Time Distance | 1 Year Full-Time Distance

NQF level 8 | SAQA ID: 99784

IIE Postgraduate Diplomas

Postgraduate Diploma in Brand Building

2 Years Part-Time Distance NQF | level 8 | SAQA ID: 111309

Postgraduate Diploma in Instructional Design

18 Months Part-Time Distance | NQF level 8 | SAQA ID: 119824

Postgraduate Diploma in Digital Strategy

2 Years Part-Time Distance | NQF level 8 | SAQA ID: 119823

Postgraduate Diploma in User Experience Design

18 Months Part-Time Distance | NQF level 8 | SAQA ID: 120943

IIE Advanced Diploma

Advanced Diploma in Brand Innovation

18 Months Part-Time Distance | NQF level 7 | SAQA ID: 73369

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

*includes part-time and freelance positions

IIE Degrees

Bachelor of Communication Design

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

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 Sciences 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 | 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 | NQF level 7 | SAQA ID: 93948

IIE Higher Certificate

Higher Certificate in Creative Development

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

**For the
marketers.**



For the brand
enthusiasts.



For the
creators.



Contact Us

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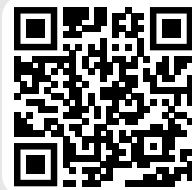
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apply now.**





vegaschool.com

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



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