

DIGITAL DESIGN AND TECHNOLOGY



# BACHELOR OF DESIGN SPECIALISING IN GRAPHIC DESIGN



**INSCAPE**



# COURSE INTRODUCTION

Inscape's Bachelor of Design degree with a focus on graphic design, is cutting edge and ideal for students who wish to learn how to speak the language of visual communication and develop an in-demand skill. Inscape's Bachelor of Design specialising in Graphic Design takes the craft of communication to the next level and challenges students to be changemakers and create communication that is relevant and meaningful. It equips students with the skills and knowledge for careers in visual design, including visual communication, interaction design and motion graphics. Graduates are prepared for further postgraduate studies in Graphic Design and related fields.

## COURSE OVERVIEW

- **Learn to create meaningful messages, products, and visual engagement by understanding design principles, processes and techniques.**
- **Apply design principles** and concepts in ways **relevant to future situations.**
- A focus is placed on empowering students as agents of change, encouraging them to design solutions that are sustainable, ethical and socially responsible.
- **Practice circular economy principles** and address challenges linked to the sustainable development goals. (SDG's)
- **Develop communication skills** to justify decisions, promoting sustainable learning for their future careers.
- Participate in **'live briefs' for industry clients, job shadowing and experiential learning.**
- **Be well-prepared as a design practitioner** for meaningful **contributions in complex, fast-changing real-world environments.**
- **Learn research techniques for practical academic purposes.**
- **Explore a comprehensive education in Graphic Design, Motion Graphics, and Interaction Design.**
- **Be equipped with the skills and knowledge** for ethical design solutions.
- **Be prepared for postgraduate studies**

## FOCUS AREAS

- Design and Visual Communication
- Interaction Design
- Illustration and Image Making
- Information design
- Motion Graphics
- Digital and Print Production
- Brand and Corporate Identity
- Visual Culture

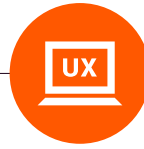


# CAREER OPPORTUNITIES



Graphic Designer  
Print/Publication Designer  
Brand Identity Designer  
Social Media Content Creator

Web/Mobile App/User Interface  
User Experience Designer  
Motion Graphic Designer  
Digital Illustrator



Packaging Designer  
Information Designer  
Data Visualisation/  
Infographic Designer

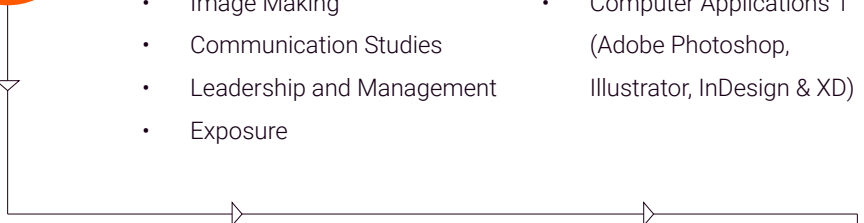
Art Director  
Design Teacher  
Creative Director



# SUBJECTS

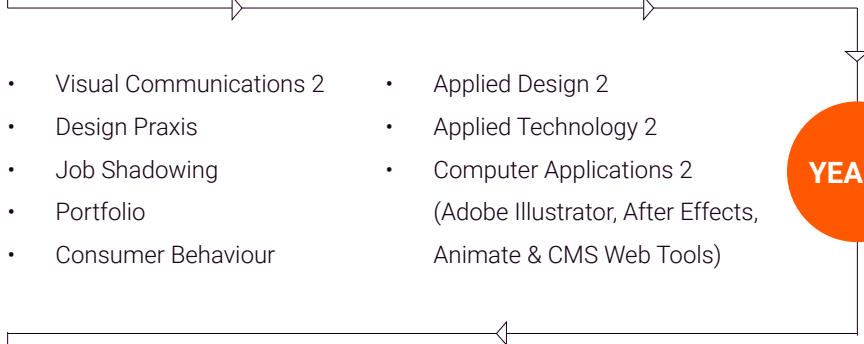
## YEAR 1

- Visual Communication 1
- Design Thinking
- Design History
- Image Making
- Communication Studies
- Leadership and Management
- Exposure
- Photography
- Applied Technology 1
- Applied Design 1
- Computer Applications 1 (Adobe Photoshop, Illustrator, InDesign & XD)



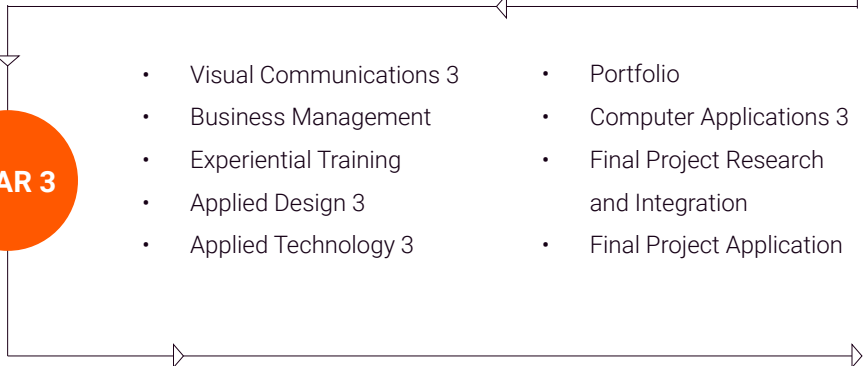
## YEAR 2

- Visual Communications 2
- Design Praxis
- Job Shadowing
- Portfolio
- Consumer Behaviour
- Applied Design 2
- Applied Technology 2
- Computer Applications 2 (Adobe Illustrator, After Effects, Animate & CMS Web Tools)



## YEAR 3

- Visual Communications 3
- Business Management
- Experiential Training
- Applied Design 3
- Applied Technology 3
- Portfolio
- Computer Applications 3
- Final Project Research and Integration
- Final Project Application



## COURSE STRUCTURE



- ✓ 3 Years full time
- ✓ NQF level 7
- ✓ 8 x 1h 45 min sessions per week.
- ✓ Approximately 2.5 hours additional independent study per session.
- ✓ 40 hours Job shadowing to be completed in the second year.
- ✓ 240 hours Experiential Training completed in the third year.
- ✓ Innovative continuous project-based assessment.
- ✓ Portfolio showcase of select work completed in the second and third year.
- ✓ Personalised capstone project with portfolio of evidence and written report submitted in the third year.

## ARTICULATION OPTIONS

Students who have graduated with the Bachelor of Design specialising in Graphic Design may apply for the Inscape BA Honours in Design if they have an average of over 60% in their final year of studies or may apply for the Advanced Diploma in User Experience at Inscape. Graduates may qualify for an Honours or Postgraduate Diploma in Graphic Design or a related field. Institutional minimum requirements will apply.



SAQA ID: 110828  
NQF 7 | 3 YEARS  
CONTACT LEARNING



## ENTRY REQUIREMENTS

South Africa	Special Admissions	International Students
<p>Candidates must have completed a National Senior Certificate (NSC) stipulating entrance to a bachelor's degree.</p> <p>Or</p> <p>Candidates who have an NQF level 6 qualification.</p> <p>Or</p> <p>Candidates who have completed a NQF level 5 qualification in a related field.</p> <p>Students who have completed an Inscape Higher Certificate must have achieved an average of 60%.</p> <p>If you have any queries regarding the process, please email - <a href="mailto:applications@inscape.co.za">applications@inscape.co.za</a></p>	<p><b>Mature age exemption</b></p> <p>Candidates over the age of 23 who have completed Matric may qualify for mature age exemption.</p> <p>Please contact the Registrar for additional information <a href="mailto:registrar@inscape.co.za">registrar@inscape.co.za</a></p> <p><b>RPL</b></p> <p>If the candidate has a NQF level 4 qualification, but has design industry experience, they may qualify for entry via Recognition of Prior Learning (RPL).</p> <p>In order to be considered for entry via RPL the candidate should have a minimum of two years industry experience.</p> <p>The RPL process is used to evaluate the learning that candidates with existing industry experience may have gained and would need to be substantiated with relevant supporting documents.</p> <p>Please contact the Registrar for additional information <a href="mailto:registrar@inscape.co.za">registrar@inscape.co.za</a></p>	<p>If the candidate has a foreign qualification, for admissions to a bachelor's degree, they must apply to Universities South Africa (USAf) for a complete or conditional exemption certificate.</p> <p>International candidates must be competent in English at and equivalent level to NQF 4.</p> <p>All international students attending contact classes require a study permit in the name of Inscape Education Group valid for the duration of the chosen course.</p> <p>Please contact the Registrar for additional information <a href="mailto:registrar@inscape.co.za">registrar@inscape.co.za</a></p>



# LEARNING HUBS



## CAPE TOWN

5th Floor, 9 Somerset Road, De Waterkant Centre, DE WATERKANT



## DURBAN

Liberty Building, 4 Park Lane, Umhlanga Ridge, UMHLANGA



## MIDRAND

353 Alexandra Road, HALFWAY GARDENS



## PRETORIA

193 Corobay Avenue, WATERKLOOF GLEN



## STELLENBOSCH

Bosman's Business Centre, 1 Distillery Road, Stellenbosch Central, STELLENBOSCH

## APPLICATIONS

Phone (+27) 861 467 2273  
Fax: (+27) 86 409 1627  
[applications@inscape.co.za](mailto:applications@inscape.co.za)

## CENTRAL

PostNet Suite 104, Private Bag X19, Menlo Park, 0102, SOUTH AFRICA

**INSCAPE**  
APPLY NOW | [INSCAPE.AC](http://INSCAPE.AC)

### REGISTRATION AND ACCREDITATION

Inscape Education Group (Pty) Ltd is registered with the Department of Higher Education and training as a Private Higher Education Institution under the Higher Education Act, 1997 (reg no. 2000/HE07/002). Established in 1981. Company Reg: 2002/028979/07. VAT Reg: not applicable. Directors: HL Bührs and ME Schoeman.