

Bachelor of Experience Design

Vega School

3 Years Full-Time Degree | NQF Level 7
360 Credits | SAQA ID: 119813 | BEXD0701

- Cape Town City
- Durban North*
- Sandton
- Pretoria

Qualification Description

In a world where much of our daily lives happens online, Experience Design is about creating digital products, services and content that are easy, enjoyable and meaningful to use. This qualification gives students the skills to design digital experiences that help people complete everyday tasks, from shopping and banking to streaming music and tracking fitness, while helping businesses build stronger relationships with their customers.

Students develop the knowledge and practical skills needed to work in a growing industry, collaborating with software developers, product engineers, digital marketers and strategists to create websites, apps digital products and content. After a broad first year, students can choose to specialise in either User Experience (UX) Design or Motion Design, allowing them to focus on the area that best matches their interests and talents. Both fields are recognised as scarce skills, with strong demand for qualified graduates. Students learn how to combine creativity, technology and business thinking to design effective solutions to

complex challenges. They develop a strong foundation in visual design and storytelling, interaction design and understanding human behaviour, enabling them to create engaging, easy-to-understand digital products and content. Students learn branding and marketing principles, helping them design solutions that support both user needs and business goals. Depending on their chosen specialisation, UX Design students learn front-end web development skills, while Motion Design students develop practical skills in photography, videography, animation, and visual effects to create professional digital content.

This programme places a premium on developing soft skills and competencies such as written and verbal communication and presentation skills, digital and AI literacy, teamwork, project management, business planning, and a basic understanding of the legal aspects of the design industry. In their final year, students learn research methods that strengthen critical thinking and prepare them for future postgraduate study.

CONTACT FULL-TIME



What makes this qualification different is its strong focus on industry experience. From their first year, students work on projects for real clients, sometimes working in multi-disciplinary teams and applying what they learn in class. This approach helps them develop both technical and professional skills, build confidence and gain valuable experience before they graduate.

Students also have opportunities to participate in local and international creative competitions, hackathons, portfolio evenings, industry immersion experiences and networking events. These opportunities help them build a strong portfolio and make connections with industry professionals.

Who Is This Qualification Aimed At?

This qualification is ideal for creative people who are curious about how people think and behave and who enjoy solving problems and making things work well. It is also a great fit for students who enjoy visual storytelling, and creating engaging digital content.

Graduates can pursue a wide range of career opportunities, whether they prefer working in a fast-paced large team, a smaller, more intimate business or as an independent freelancer.

Admission Requirements

Minimum Admission Requirements		English	Notes
	NSC: Bachelor's Degree pass with	50%	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	60%	
	SC: Endorsement with	50%	
	SC(a): Degree pass with		
	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.

Alternative Admission		NSC	Notes
Should the English requirement not be met at NSC Grade 12 then entrance may be granted if the requirement is met based on the Grade 11 final English mark.	English	40-49%	If 50% min in final Grade 11 results was achieved.

Should you have any other school leaving qualification not mentioned above, please reach out to a Student Advisor.

Scan the QR Code to learn more about Alternate Admission requirements for:
RPL | Mature Age Exemptions | USAf International Students | One module outstanding from a Higher Certificate



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Curriculum Outline

The curriculum is designed to provide students with a structured progression through core disciplines, fostering both theoretical understanding and applied competence across key areas of study.

The core disciplines included in this programme are:

Modules	Module Purpose
Experience Design 1	These modules introduce students to design fundamentals such as design principles, visual layout and typography, the principles, processes and tools of UX design and Motion design fundamentals such as animation pipelines and principles. Students also develop design thinking skills such as design research, creative strategy development and concept ideation
Experience Design Technology 1	These modules introduce students to software used in digital content design. These include Adobe Illustrator Photoshop, Premier Pro, Audition and After Effects.
Creative Development	Students learn to generate new creative ideas by combining or transforming existing ideas through a process that incorporates various ideation techniques.
Video and Photography	This module introduces students to the application of the principles, processes and basic techniques of photography and videography.
Design Studies 1 & 2	Students examine contemporary theories, the evolving design landscape and the impact of the digital age, sustainable and societal needs on design.
Brand and Marketing 1-3	Students explore the brand building tools and processes that comprise a basic brand and marketing communication plan, including the practical application of brand building theory through researching and developing brand-led solutions to practical brand planning and communication scenarios.
Creative Collaboration 2 & 3 and Brand Challenge	Students develop a range of technology and design skills and practically explore the role of UX design to address complex challenges. They develop their knowledge of professional practice and build an industry-ready design portfolio.
Specialisations	
Students must choose between either User Experience (UX) Design or Motion Design	
User Experience (UX) Design	Motion Design
<p>UX Design 2 & 3</p> <p>Students develop a range of technology and design skills and practically explore the role of UX design to address complex challenges. They develop their knowledge of professional practice and build an industry-ready design portfolio.</p> <p>AND</p> <p>UX Design Technology 2 & 3</p> <p>These modules introduce students to technologies used in interaction and web design, including Figma, HTML5, CSS 3 and JavaScript. Students develop advanced skills to dynamically control web content and explore the use of new and emerging technologies such as mixed reality and artificial intelligence.</p>	<p>Motion Design 2 & 3</p> <p>Students explore various media and technologies to design motion content for diverse applications and cultivate a personal creative style. They practically explore the role of Motion design to address complex challenges. They develop their knowledge of professional practice and build an industry-ready design portfolio.</p> <p>AND</p> <p>Motion Design Technology 2 & 3</p> <p>These modules develop advanced software and technological skills to create convincing 2D and 3D motion designs, Visual effects and immersive motion content for technologies such as Augmented and Virtual Reality.</p>

Curriculum Structure

Year 1							
Semester 1				Semester 2			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
CRDE5111	Creative Development 1	5	15	BRST5121	Brand and Marketing 1	5	15
DEST5111	Design Studies 1	5	15	VIPH5112	Video and Photography	5	15
EXDE5111	Experience Design 1A	5	15	EXDE5112	Experience Design 1B	5	15
EDTE5111	Experience Design Technology 1A	5	15	EDTE5112	Experience Design Technology 1B	5	15
Year 2							
Semester 3				Semester 4			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
DEST6211	Design Studies 2	6	15	BRST6222	Brand and Marketing 2	6	15
CDCW6211	Creative Collaboration 2A	6	15	CDCW6212	Creative Collaboration 2B	6	15
Students must choose between either User Experience (UX) Design or Motion Design							
UXDE6211	UX Design 2A	6	15	UXDE6212	UX Design 2B	6	15
UXTE6211	UX Design Technology 2A	6	15	UXTE6212	UX Design Technology 2B	6	15
MODE6211	Motion Design 2A	6	15	MODE6212	Motion Design 2B	6	15
DMDE6211	Drawing for Motion Design	6	15	MDTE6212	Motion Design Technology 2	6	15
Year 3							
Semester 5				Semester 6			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
IRDE7311	Introduction to Design Research	7	15	BRST7311	Brand and Marketing 3A: Strategy	7	15
CDCW7311	Creative Collaboration 3	7	15	XBRC7322	Brand Challenge	7	15
Students must choose between either User Experience (UX) Design or Motion Design							
UXDE7311	UX Design 3A	7	15	UXDE7312	UX Design 3B	7	15
UXTE7311	UX Design Technology 3A	7	15	UXTE7312	UX Design Technology 3B	7	15
MODE7311	Motion Design 3A	7	15	MODE7312	Motion Design 3B	7	15
MDTE7311	Motion Design Technology 3A	7	15	MDTE7322	Motion Design Technology 3B	7	15

Further Study Pathways

Successful completion of the Bachelor of Experience Design degree enables students to pursue postgraduate studies in the Bachelor of Arts Honours in Design Leadership, Bachelor of Arts Honours in Strategic Brand Communication or Postgraduate Diploma in Instructional Design qualifications delivered at Emeris or a similar NQF Level 8 qualification in design at any other institution, subject to meeting the admission requirements.

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Career Opportunities

Vega School at Emeris has longstanding relationships with several companies and advertising agencies that absorb selected students into their graduate programmes.

Graduates completing the specialisation in UX Design typically enter a career as a UX/ UI or digital product designer. With 3-5 years' experience, they can become a UX Team lead (middle manager) and with more extensive experience they can become a Product Lead or Customer Experience Manager.

Graduates completing the specialisation in Motion Design typically enter a career as a motion, multimedia or digital designer or content creator. With 3-5 years' experience, they can become a senior designer or art director and with more extensive experience they can become a creative director.

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 Mon-Fri 8:00 - 17:00 throughout the day for class in the academic year depending on how the timetable is structured.

Students must also note that timetables remain subject to change throughout the academic year.

System and Software Requirements

Recommended Computer/Laptop Specifications (For future proofing):

- OS - Windows 11 *
- Processor (CPU) - Intel Core i5 / Ultra 5 or better / AMD Ryzen 5 or better
- Ram - 32GB
- GPU - Nvidia RTX 4000 OR 5000 Series with a minimum of 8GB of VRAM - 16GB of VRAM
- Storage Space - 1TB NVME SSD or larger

***PLEASE NOTE** that a laptop with a Windows Operating System is preferable, as most 3D modelling software is not Mac Native and does not perform reliably on IOS. A reliable internet connection (we recommend 5-10 GB of data per month), your own device with at least Windows 11 or macOS 10.15 (Microsoft Office 365 is available as a free download for students), and Google Chrome, Microsoft Edge or Firefox.

SOFTWARE USED IN FIRST YEAR: (Student discount available annually)

- Adobe Creative Cloud: Photoshop, Illustrator, Premiere Pro and After Effects

SOFTWARE USED IN SECOND AND THIRD YEAR:

UX Design

- Adobe Creative Cloud
- Figma, Visual Studio Code and Unreal Engine available on the Cloud through our institutional student license.

Motion Design

- Adobe Creative Cloud
- Blender (open source) and Unreal Engine available on the Cloud through our institutional student license.

ADDITIONAL RECOMMENDED EQUIPMENT FOR BOTH SPECIALISATIONS:

- SLR camera (For photography Module)
- Digital Drawing tablet (Used across all three years)

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Graduation and Completion Requirements for This Qualification

In order to be awarded this qualification, you must have achieved a minimum final year mark of fifty percent (50%) for all 24 modules in the curriculum.

As a contact student, this qualification is structured to be completed over 3 years. The maximum time for completing a qualification full-time is double the minimum time associated with the qualification, and for part-time an additional year is allowed.

Apply Online

After your application is submitted, we will review your documentation and provide an outcome regarding your chosen study.



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