

# IIE Higher Certificate in Creative Development

## Vega School

1 Year Full-Time Higher Certificate | NQF Level 5  
120 Credits | SAQA ID: 90661 | HC0501

- Umhlanga
- Sandton
- Cape Town-City
- Pretoria



## Qualification Description

The IIE Higher Certificate in Creative Development is an entry level qualification to gain the insight, skill, and academic support required to pursue Degree studies in the fields of design, brand communication and brand management. The focus is on building awareness around creative concept development and critical thinking skills in preparation for studies in Communication Design, Experience Design, Interior Design, Game Design and Development or Strategic Brand Communication. The programme provides a strong introduction to the Design industry and Creative Brand Communication, equipping you to progress to a relevant degree or enter the industry as an apprentice.

This qualification provides a range of modules that develop academic literacy and digital literacy skills required in an academic and industry environment. Modules combine theoretical as well as practical application, with an introduction to real-world experience.

## Who Is This Qualification Aimed At?

The IIE Higher Certificate in Creative Development is intended for individuals who wish to use it as a pathway to Degree studies but may not have met the entry requirements for a IIE Bachelor of Arts (BA) in Design or IIE Bachelor of Commerce (BCom) Degree at Emeris. It is also suited to those seeking a skills-focused education for quicker entry into the job market as an intern or junior member of a creative team.

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## Admission Requirements

Minimum Admission Requirements		English
NSC: HC pass with		30%
NC(V): HC pass with		40%
SC: Endorsement - none		33,3%
SC(a): HC pass with	A minimum of 30% in LOLT on NSC/ SC(a) OR with a min. of 33.3% on SC	
International	A SAQA Evaluation Certificate with NSC Level 4 equivalence with at least 30% or equivalent for English.	

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

Please Note: Emeris does not require a portfolio as part of the application process to study design. That's because our primary focus is on how our students think and how collaborative they are as creative solution seekers. The development of an industry-ready portfolio becomes a core focus once you enrol and engage hands-on with any one of our design programmes.

You are welcome to make an appointment with your campus Student Advisor if you are not sure which design course would suit you best. Ideally you should attend one of our Vega Days at one of our Emeris Vega School campuses to explore different programmes on offer.

**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



## Curriculum Outline

The core disciplines included in this programme are:

Modules	Module Purpose
Introduction to Creative Development	This module introduces students to the nature of creativity, the creative self and creative resourcefulness. Students will use the principles of concept development to develop meaningful and original ideas and solutions to real-world challenges. Students will engage with the concept of creativity as a problem-solving process and develop the ability to communicate a solution.
Visual and Media Literacy	This module introduces the basic principles of visual communication and branding, characteristics of media and an awareness of the ethical use of imagery.
Digital Media B	This module develops students' basic software skills to support their creative modules. The students will learn beginner level software for creating and manipulating raster images and will develop the ability to create their own images. They will also learn how to source images legally for use in their creative work as well as how to create and maintain a basic online portfolio by using a blog and/or appropriate social media platforms.
Creative Development in Design	This module is for students to engage with foundational creative thinking principles to improve concept development and creative execution skills. Design principles will be explored and implemented to refine and craft design solutions.

### **Electives:**

- **Introduction to Quantitative Thinking and Techniques:** for students who want to use this qualification as a pathway to Strategic Brand Management or Digital Marketing.

- **Mathematics Fundamentals for Interior Design:** for students who want to use this qualification as a pathway to Interior Design.
- **Marketing in the 21st Century:** for students who want to use this qualification as a pathway to Strategic Brand Communication.
- **Motion Design Fundamentals OR Web Development:** for students who want to use this qualification as a pathway to Communication Design, Experience Design or Game Design and Development.

## Curriculum Structure

Year 1							
Semester 1				Semester 2			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
BBPF5121	Brand Business Principles and Fundamentals	5	15	DIME5122	Digital Media B	5	15
DIME5121	Digital Media A	5	15	CRDD5122	Creative Development and Design	5	15
ICRD5131	Introduction to Creative Development	5	15	XCCD5132	Work Integrated Learning	5	15
VIME5111	Visual and Media Literacy	5	15	Elective Choices (Select One Option)			
				IQTT5111	Introduction to Quantitative Thinking and Techniques	5	15
				MACE5112	Marketing in the 21st Century	5	15
				WEDE5020	Web Development (Introduction)	5	15
				MFID5112	Mathematics Fundamentals for Interior Design	5	15
				MDEF5112	Motion Design Fundamentals	5	15

## Further Study Pathways

The successful completion of the IIE Higher Certificate in Creative Development enables you to progress into any one of the IIE Design or Brand Communication Undergraduate qualifications delivered at Emeris.

## Career Opportunities

- Junior member of a creative team **OR**
- Further your studies in:
  - Strategic Brand Communication
  - Communication Design
  - Copywriting
  - Experience Design
  - Interior Design
  - Game Design and Development
  - Strategic Brand Management
  - Digital Marketing
  - Brand Building and Management

## 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 - 16GB of VRAM
  - **Storage Space:** 1TB NVME SSD or larger
- Reliable internet connection (we recommend 5-10 GB of data per month)
- Your own desktop PC or laptop
- Windows 11 or macOS 10.15 (Microsoft Office 365 is available as a free download for students), and Google Chrome, Microsoft Edge Chromium or Firefox.
- **Software Used:** (Student discount available annually)
  - **Adobe Creative Cloud Illustrator:** First Semester - DIME5121
  - **Adobe CC Photoshop:** Second Semester - DIME5122
  - **Adobe CC After Effects:** Elective MDEF5112

## 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 8 modules in the curriculum.

As a contact student, this qualification is structured to be completed over 1 year. 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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