

IIE Bachelor of Communication Design

Vega School

3 Years Full-Time Degree | NQF Level 7
360 Credits | SAQA ID: 119199 | BCOD0701

- Umhlanga
- Bordeaux - Johannesburg
- Cape Town-City
- Pretoria

Qualification Description

For the born visual thinker, and those who live and breathe creativity and problem solving, The IIE Bachelor of Communication Design offers a rich, rewarding fusion of strategic visual communication and human-centred design. The IIE Bachelor of Communication Design covers a broad spectrum of essential and advanced skills in a uniquely designed and highly stimulating degree format. This programme equips students with the knowledge and applied competencies, to meet communication design demands in industry and society in a human-centered, ethical, culturally appropriate, and sustainable manner. This programme aims to develop creative thinkers who conceptualise and create strategic and human-centered visual design solutions for different purposes, communication contexts and audiences and who can work independently or in multidisciplinary teams. All elements of visual literacy are robustly engaged with while the core crafting skills such as photography, art direction, film and video, identity design, web design, typography, layout design, packaging, drawing and illustration.

Students learn how to employ strategic and creative thinking to develop and visualise innovative concepts for various outputs, styles and client requirements with each student guided in the individual development of a professional design portfolio at the end of their final year. Emeris' 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. Students are formally trained in the most up-to-date software to become astute in the cutting-edge applications and technologies used in industry.

They master design for print and digital media and have access to fully- equipped digital studios. As part of the experiential component of the qualification, students work in multidisciplinary teams engaging in real- world brand activations and brand challenges. Action learning is rounded off with the optional Industry Immersion. All students have unlimited access to LinkedIn Learning, the world's foremost repository of interactive digital media training.

Who Is This Qualification Aimed At?

This qualification is suited for school leavers and mature students who want to pursue a career crafting visual messages that connect with people. Often referred to as graphic design, it goes beyond making things look good—it's about making ideas clear, compelling, and meaningful.

Communication designers use the latest media and technology to solve real-world problems. They collaborate with industries, communities, and organisations to create visuals that inform, inspire, and influence. Whether it's a campaign, a brand identity, or a digital experience, the goal is to shape how people think, feel, or act. If you're someone who enjoys creativity, storytelling, and strategic thinking—and you want to make a difference through design—communication design might be the perfect path for you.



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): 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.

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



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
Communication Design 1 -3	The communication design modules introduce students to solving design problems—from basic to advanced—by applying core design elements, principles, and creative strategies. Students engage deeply with research, conceptual development, execution, and presentation, while integrating sustainable, inclusive, and accessible design practices. Through immersive exploration of design theory, technology, and visual language, students develop a unique creative voice and the ability to interpret complex information. They also cultivate critical thinking skills to evaluate and curate their own work and that of others in alignment with contemporary professional standards.
Communication Design Technology 1 -3	These modules introduce students to industry-standard software and tools (Adobe Illustrator, Photoshop, InDesign, Figma, Premiere Pro, After Effects, and WordPress).
Creative Collaboration	The Collaboration Collab module equips students to tackle complex, real-world challenges by working in diverse, multi-disciplinary teams. Through this process, they learn to approach problems from multiple perspectives, manage team dynamics, and communicate effectively. Students critically explore the relationship between brand communication, consumer behaviour, and environmental sustainability, while developing the ability to express their own ideas, engage with peers, and adapt collaboratively to unfamiliar contexts.
Illustration 1	This module explores how visual storytelling can inform, express, and represent ideas through pictorial conventions. Students learn to apply illustration principles and techniques across different media, developing skills in visual research, concept development, and creative execution.
Professional Practice	This module prepares students to enter the design industry as ethical professionals and entrepreneurs. It equips them with essential skills in project planning and studio management, laying the foundation for confident, responsible practice in real-world design environments.

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Please note, details are correct at the time of publication.

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	ILLU5132	Illustration 1	5	15
CDES5111	Communication Design 1A	5	15	CDES5112	Communication Design 1B	5	15
CODT5111	Communication Design Technology 1A	5	15	CODT6112	Communication Design Technology 1B	6	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
VIPH5112	Video and Photography	5	15	CDES6212	Communication Design 2B	6	15
CDES6211	Communication Design 2A	6	15	CODT6212	Communication 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
CODT7321	Communication Design Technology 3	7	15	PPRC7312	Professional Practice	7	15
CDES7311	Communication Design 3A	7	15	CDES7312	Communication Design 3B	7	15

Further Study Pathways

The successful completion of the IIE Bachelor of Communication Design enables you to progress into the IIE Bachelor of Arts Honours in Design Leadership, Postgraduate Diploma in Instructional Design or User Experience Design, subject to meeting the admission requirements.

Career Opportunities

- Graphic Designer
- Illustrator
- Art Director
- Typographer
- Motion Graphic Design
- Freelancer
- Information Designer
- Creative Director
- Web (User Interface) Designer
- Instructional Designer
- Packaging Designer
- Design Entrepreneur
- Editorial Designer

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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 – 16GB (Should be upgradable to 32GB)
- GPU – Nvidia RTX 4000 OR 5000 Series with a minimum of 8GB of VRAM
- Storage Space – 1TB NVME SSD or larger
- Reliable internet connection (we recommend 5-10 GB of data per month),
- Your own device with at least windows 11 (Microsoft Office 365 is available as a free download for students), and Google Chrome, Microsoft Edge or Firefox.

SOFTWARE USED: (Student discount available annually)

- Adobe Creative Cloud Photoshop
- Adobe CC Illustrator
- Adobe CC Indesign
- Adobe CC Premiere Pro
- Adobe CC After Effects
- Figma
- WordPress

Photography:

- DSLR with interchangeable lenses. ISD card.

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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