



BACHELOR OF DESIGN SPECIALISING IN MARKETING AND COMMUNICATION DESIGN

South African Qualifications Authority identification number (SAQA ID): 79830

NQF Level 07

Contact - FULL TIME

BUSINESS AND COMMUNICATION FACULTY

The art of Business is changing. Traditional methodologies are being revised. The world is looking for a new definition of how we conduct our working world. Understanding of organisational structure and management of people, processes and product are key but it is creativity, design thinking, innovation and technology that will drive our economy and provide a platform for addressing the challenges and opportunities our world presents now and in the future. The Faculty of Business Communication focusses on the inter-connectedness of a new age business environment. Accredited qualifications currently offered in this faculty include; Bachelor of Design (Ideation Design) and (Marketing and Communication Design)

MORE ABOUT THE BACHELOR OF DESIGN DEGREE (B.DES)

This three-year full time qualification produces professional designers equipped for a rewarding career in design. Students qualifying can practise as junior designers or study towards an Honours Degree. As this qualification is universal, it applies to a variety of design disciplines, including fashion design, interior design, graphic design, multimedia design, jewellery design, industrial design, product design, spatial design, design research, design writing and design for the environment.

Traditionally, the various fields within design and design education have been separated. Public and private Higher Education schools have offered all sorts of qualifications. Our Bachelor of Design qualification aligns with industry standards and educates designers following common guidelines. It also implements the long-awaited minimum standards for designers of all disciplines.

Design is globally recognised as a profession. Worldwide, designers are required to have at least a three-year qualification. Inscope offers the Bachelor of Design Degree with common competencies and specialisations through elective subjects.

The first year of the Bachelor of Design provides a foundation in design thinking, constructs and visual communication, photography, material studies, image making, design history, communication studies, leadership and unique thinking. Software includes basics in Adobe products. We love that our students learn alongside aspiring designers of other disciplines. This kind of exposure blows a student's design perspective wide open and teaches relevance and appropriateness in terms of design solutions within the business world.



At the end of the first year, students are required to select their chosen stream as a specialisation for their future career choice. Our students love the fact that they have a full year to become fully entrenched in the world of design. They attest to the fact that, when they make their final decision regarding a chosen specialisation, they do so with confidence and are fully informed.

Second and third years are intense. Each specialisation stream is packed with knowledge and technical skills required of the respective discipline. Our students, however, are well prepared in the first year and enter into the senior years equipped with the ability to think critically and apply themselves effectively. Our success rates are a testimony to the fact that our unique approach to teaching design works.

Inscape currently offers the NQF Level 07 Bachelor of Design with specialisation streams in Graphic Design, Fashion Design, Interior Design, Ideation Design (design research), Audio Visual and Interaction Design (multimedia design), Jewellery Design, Environmental Design and Marketing and Communication Design (design writing).

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. Principal and Director: HL Bührs, ME Schoeman, KC Cromhout, J De Jager.

Inscape Education Group is also accredited by the Council on Higher Education (CHE) and registered on the National Qualifications Framework (NQF) by the South African Qualifications Authority (SAQA) for the following programmes:

- Bachelor of Design Degree (NQF level 7) (SAQA ID: 79830)
- Diploma (NQF level 6) qualifications in Interior Design (SAQA ID: 48440) and Graphic Design (SAQA ID: 48438)
- Higher Certificate (NQF level 5) qualifications in Architectural Technology (SAQA ID: 97623), Design Techniques (SAQA ID: 90722), Interior Decorating (SAQA ID: 94798) or Fashion Design (SAQA ID: 94796)



PROFESSIONAL MEMBERSHIP

Inscape is, or its staff members and graduates are, members of:

Association of Private Providers of ETD (APPETD)

Brand Council South Africa (BCSA)

Business and Arts South Africa (BASA)

Design Education Forum (DEFSA)

NADEOSA

SA Institute of Draughting (SAID)

SA Institute of Interior Design Professions (IID)

South African Council for Architectural Professions (SACAP)

SA Fashion Council (SAFC)

Private Higher Education Interest Group (PHEIG)

Inscape is affiliated to:

Universities South Africa (USAF) formerly known as Higher Education South Africa (HESA)

PROGRAMME INTRODUCTION

MARKETING & COMMUNICATION DESIGN

Modern day Marketers integrate the principles of marketing with technology to communicate messages in a rapidly changing environment.

The Marketing and Communication specialisation offers students an integrated approach to the traditional marketing principles in: Marketing strategy and analysis, consumer behaviour, integrated marketing communications, trends and segmentation, economics, organisational and global communication, public relations, advertising, brand management and sales and distribution and combines this with innovative design thinking and design fundamentals.

Graduates will be able to tackle all aspects of marketing management, strategies and implementation and combine this with a thorough understanding of the theoretical concepts and implications of design conventions applied to professional design practice.





PROGRAMME SUMMARY

CONTACT LEARNING:

- 3 years full time
- NQF level 7
- January Enrolment
- 8 x 1h45 min sessions per week
- 2 hours additional independent study per session
- Continuous project based assessment
- Digital and print portfolio submissions in 2nd and 3rd year
- 240 hours of Work integrated Learning to be completed in 3rd year
- Final years graduate in December
- Our programmes are quality assured and standardised across all Inscape campuses nationally.
- You can enrol for our Bachelor of Design programme at any campus to complete your 1st year.
- Students who are accepted into certain degree specialisation programmes might be required to complete their 2nd and 3rd year studies at another specialised Inscape campus.

PROGRAMME STRUCTURE

FUNDAMENTAL DESIGN 1st year – DESIGN SKILLS

Developing fundamental design skills to create design savvy critical thinkers.

Developing foundational Drawing Skills, Basic Material and Manufacturing awareness, Digital Image Making, Communication, Software and Leadership skills to create well rounded designers fit for any design industry.

Developing an awareness of the integrated nature of design, advancing the unique thinking of our students. Introducing an appreciation for Design History. Establishing fundamental building blocks for creative problem solving.

DISCIPLINE SPECIFIC 2nd year – DESIGN KNOWLEDGE

Discipline Specific knowledge will be developed through the study of the advancement and use of communication and media in society. Studies in the social, political, economic and the technological role of communication will equip the marketing and communication de-signer in their practical exposure to digital design fundamentals. Further topics such as consumer and buying behaviour, integrated marketing and communication media studies will also be covered.

Applying theory to practice through progressive organisational and global communication skills will set the marketing and communication designer apart from their peers. Public relations, marketing principles, business law, market research and analysis, media planning, brand management and digital marketing are a few of the major topics covered.



Advancing software skills and technical knowledge through data visualisation software pro-grams that help to promote strong visual messages and includes developing data analysis techniques. Developing an understanding of the business of design by addressing market-ing philosophy topics such as Anthropology, Sociology and Psychology.

SPECIALISATION 3rd year – DESIGN STYLE

Developing a signature marketing design style by exploring marketing management mod-els, ideas and innovation implementations through critical and innovative thinking.

Developing advanced knowledge and expert skills in international marketing, sales and distribution management, service marketing and advertising. Communication management is a key factor in acquiring publicity, marketing and industry practice skills.

Awareness of the latest design technologies and innovations through practise in analytical based software programs. Developing an understanding of the guidelines and principles involved in running a design business. Promoting business vision, mission and values give graduates the confidence and 'know-how' to start their own design initiatives based on foundational knowledge of strategic development, marketing strategies, importance of branding and managing finances.

ADMISSION CRITERIA

National Senior Certificate with admission to a Bachelor's Degree, or verification Certificate indicating an equivalent. Competent in English at NQF level 4. Mathematics preferred.

SPECIAL ADMISSIONS:

We offer mature age exemption to Degrees, Diplomas and Higher Certificates as per USAF requirements. Mature age exemption to Awards is considered on individual application.

Inscape Education Group will consider Recognition of Prior Learning (RPL) based on informal or non-formal learning for admission to this course.

INTERNATIONAL STUDENTS:

- For admission to Higher Certificate: South African Qualifications Authority (SAQA) evaluation of National Senior Certificate NQF4 equivalence.
- For admissions to Bachelor's Degree: Higher Education South Africa (USAF) complete or conditional exemption certificate.
- A study permit in the name of Inscape Education Group is valid for the duration of the chosen course.

ARTICULATION OPTIONS

Students who have graduated with the Bachelor of Design degree may apply to register for an Honours or Post Graduate Diploma in a related field. Institutional minimum requirements will apply.



STUDY PACK (included in Total Annual Fee)



**INCLUDED

- Laptop/Macbook * choice of 3 options
- Wacom Tablet with Intuos Pen
- Digital (Software, License & Platforms)
- Adobe CC / Autodesk (as per programme requirements)
- Office 365 online license
- Questia Online library
- Grammarly
- Lynda.com subscription
- Internet connectivity on site
- Prescribed textbooks (1st, 2nd & 3rd yr)
- Stationery and art equipment
- Student Management
- Digital study guides and courseware
- Online Learner management system
- Access to Academic Documentation pre-scheduled per year
- Student card

EXCLUDED

- Monthly consumables (+-R1000 per month)
- DSLR Digital camera (requirement for first year)
- Workshop fee and raw materials (subject to availability per campus)

** Subject to change