DIGITAL DESIGN & TECHNOLOGY



ADVANCED DIPLOMA IN

# USER EXPERIENCE DESIGN



INSCAPE

#### **COURSE INTRODUCTION**



The Advanced Diploma in User Experience Design is a focused and specialised qualification that allows graduates to access entry level specialist, professional or vocational work. The qualification has high earning potential and is in demand in many companies. The Advanced Diploma offers upskilling and continuing professional development by addressing current knowledge and practices in the user experience field.

#### COURSE OVERVIEW

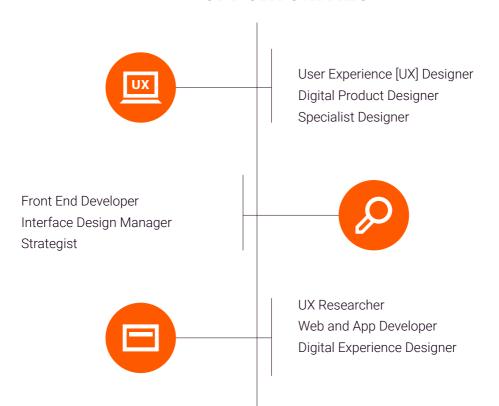
- Prepares students to specialise in the challenging field of User Experience and for further studies.
- Focusses on developing skills in research, problem solving, conceptualising, systems design, prototyping, testing and software.
- Students gain in-depth understanding of current knowledge, theories, methods and practices in User Experience Design.
- Students are challenged to provide innovative, sustainable and ethical solutions.
- Students engage in design processes to identify complex user experience problems, formulate potential solutions and systems, create designs, and test the efficacy of their solutions and appropriateness of the selected methods and techniques.
- Knowledge is drawn from diverse areas including design, technology, research methodology, intellectual property law, psychology and communication.
- Assist students in developing vital skills for success in this field, including collaboration, negotiation, facilitation, teamwork and communication.
- Students are equipped with the skills and knowledge to become ethical individuals and lifelong learners to continue to learn, grow and adapt in the fast-changing workplace.
- The qualification addresses a productive niche job market and prepares learners for postgraduate studies.

## FOCUS AREAS

- UX Research
- Psvchology
- User Experience, Interface and Systems Design
- Communication
- Intellectual Property
- Technology



# CAREER OPPORTUNITIES









- UX research
- UX Design
- UX Design Technology
- UX Final Project
- Communication
- Introduction to Psychology
- IP Law
- Experiential Learning

# **COURSE STRUCTURE**

- 1 Year full time
- ✓ NQF level 7
- ✓ 8 x 1h 45 min sessions per week
- Approximately 2.5 hours additional independent study per session
- Innovative continuous project-based assessment
- 80 hours of Experiential Learning
- Personalised capstone project with portfolio of evidence and written report

#### **ENTRY REQUIREMENTS**

#### South Africa

Candidates must have completed a NQF 6 level qualification or higher such as a Diploma or a Degree in design or a related field. The qualification may be in Design or one of the following specialisations: Fashion Design, Graphic Design, Ideation design, Interior Design, Environmental Design, User Experience Design, Communication Design or Visual Communication.

If you have any queries regarding the process, please email - applications@inscape.co.za

#### **Special Admissions**

#### RPI

If the candidate does not have a NQF level 6 qualification, but has extensive user experience design industry experience, they may qualify for entry via Recognition of Prior Learning (RPL).

or

If the candidate has a NQF 6 or higher qualification in a different field but has user experience design industry experience, they may qualify for entry via Recognition of Prior Learning (RPL).

In order to be considered for entry via RPL the candidate should have a minimum of two years industry experience.

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.

Please contact the Registrar for additional information registrar@inscape.co.za

#### International Students

If the candidate has a foreign qualification such as a degree in design, they must submit the qualification to the South African Qualifications Authority (SAQA) for evaluation of equivalence.

International candidates must be competent in English at and equivalent level to NQF 4.

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.

Please contact the Registrar for additional information registrar@inscape.co.za

# **ARTICULATION OPTIONS**

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





# LEARNING HUBS



#### **CAPE TOWN**

1st Floor, 17 Salt River Road SALT RIVER



#### **DURBAN**

641 Peter Mokaba Ridge, MORNINGSIDE



#### **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

#### **CENTRAL**

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



#### 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.