

INSCAPE.

NOW OFFERING
ACCREDITED
POSTGRADUATE
STUDIES

BACHELOR OF DESIGN IN AUDIO-VISUAL DESIGN

3 Years Full-Time Contact Learning



WHY STUDY THIS QUALIFICATION?

- A degree that turns you into an audio-visual guru.
- Become an expert in all the latest communication technologies for sound and motion design across multiple digital platforms.
- The course focuses on creating effective audio-visual productions for communication messages for the online digital world.

POSSIBLE CAREER PATH

MARKETING AND ADVERTISING



The Audio-Visual Designer plays an important role in any marketing or advertising team. They plan and produce audio-visual content that is used to promote products and services across multiple platforms including social media, television and web.

EDUCATION AND TRAINING



As education and training move online, there is a need for audio-visual designers to support and produce material that is user friendly. Corporate training, educational institutions, schools and training companies rely on audio-visual designers to translate material into attractive and interesting content.

CORPORATE AND SMALL BUSINESS



Corporates, as well as small-to-medium businesses, use audio-visual materials for communication, promotion, training, advertising and marketing purposes. Some have in-house design teams which include audio-visual designers, while others outsource production to freelance audio-visual designers.

FOR ALL ABOVE CAREERS

They need a SPECIALIST in audio-visual design. Someone with a degree in audio-visual design.



AUDIO-VISUAL AND MOTION GRAPHICS CONTENT PRODUCER

Works within a marketing and design team to create concepts and material for advertising and marketing campaigns. This includes creating photographs, video, audio and motion graphics, plus postproduction work.



DIGITAL DESIGNER

Responsible for creating concepts, strategies and designs for multi-platform campaigns for small business, NGO's or corporates. Creates storytelling and design elements such as web banners, images, animation, video and audio for social media and web sites.



TRAINING DESIGNER

Collaborates with subject matter experts to design and create material for training and education, from storyboarding to roll out of material. Creates engaging and interactive learning material that incorporates photographs, video, animation, graphics and audio for training purposes in corporate training and education environments.



VIDEO PRODUCER

Plan, coordinate, film and edit video productions. Use photography, filming, motion graphics, software and editing skills to create productions for commercial or entertainment purposes.

Graphic Design graduates you can work in related creative fields, including:

Advertising agency, Small business, Corporate Video production, Web design firms and Freelance

FREQUENTLY ASKED QUESTIONS

- **Do I need a high school qualification?**

You will need to have a National Senior Certificate with admission to a Bachelor's Degree.

- **What subjects will I be studying?**

Videography, special effects, visual storytelling, the script, audio and recording, editing, motion graphics, typography, software, animation, photography, production budgeting, management and workflow.



CONTACT: applications@inscape.co.za | **VISIT:** WWW.INSCAPE.AC

