

# INSCAPE.

NOW OFFERING  
ACCREDITED  
POSTGRADUATE  
STUDIES

## BACHELOR OF DESIGN IN GRAPHIC DESIGN

3 Years Full-Time Contact Learning

### WHY STUDY THIS QUALIFICATION?

- A degree that turns you into a visual communication specialist.
- Become an expert in all the latest visual design strategies, digital technologies, processes, media and platforms.
- The course focuses on crafting meaningful and innovative design messages and brand strategies for online and print communications.

### POSSIBLE CAREER PATH

Whether agency-employed, freelance, in-house or as a consultant, graphic design graduates possess all the skills required to work in both the creative, as well as corporate sectors.

### DESIGN, MARKETING AND ADVERTISING



A Graphic Designer plays an important role in any design, marketing or advertising team. Agencies offer custom solutions, where team members across design, communications and marketing specialisations, can integrate their expertise to provide memorable, and uniquely crafted design solutions for clients.

### CORPORATE AND SMALL BUSINESS



Most corporates and small business use graphic design material for communication, branding, promotion, training, advertising and marketing purposes. Some have in-house design teams which include graphic designers, while other outsource to freelancers.

## EDUCATION AND TRAINING



As education and training move online, there is a need for graphic designers to support and produce material that is user friendly. Corporates, education institutions, schools and training companies rely on graphics to translate material into informative, attractive and interesting content.

## DIGITAL INTERACTIVITY



As the world becomes increasingly digital and people interface with each other and with brands via digital devices, there is a need for graphic designers to support and produce material that is functional, user-centred and speaks to audience needs. Teams of specialists, including interaction designers, graphic designers, researchers, UX and UI designers work together to conceptualise and prototype functional innovative digital products.

## FOR ALL ABOVE CAREERS

They need a **SPECIALIST** in graphic design.  
Someone with a degree in graphic design

## GRAPHIC DESIGNER



Working with the marketing and design teams to create concepts and design material, as a specialist: Logo and Corporate Identity Designer / Brand Consultant / Advertising and Promotions Designer / Art Director / Publication and Editorial Designer / Packaging and Label Designer / Social Media Designer / Information Architect / Digital Product Designer / Web Designer / Printing or Graphic Reproduction Specialist / Graphic Content Creator / Art Director / Typographer / Interface (UI) Designer.





## TRAINING DESIGNER

Collaborate with subject experts to design and create material for training and education from storyboarding to roll out of material. Create engaging and interactive learning material that incorporates photographs, infographics, animation and illustration for training purposes in corporate training and education environments.

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

Illustration / Game Design / 3-D Modelling / Animation / Interaction (IxD) Design / User Experience (UX) Design / Multimedia Design / Trend Forecasting / Learning Experience (LX) Design / Design Education / Social Media Design.

## 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?

- Design and visual communication
- Software
- Photography
- Design History and Theory
- Leadership and Design Business-related skills
- Digital and print reproduction
- Visual culture
- Presentation Skills
- Drawing and Image-Making

