

INSCAPE.

NOW OFFERING
ACCREDITED
POSTGRADUATE
STUDIES

BACHELOR OF DESIGN IN IDEATION DESIGN

3 Years Full-Time Contact Learning

WHY STUDY THIS QUALIFICATION?

- A degree that turns you into an ideation guru.
- Become an expert in the application of ideation, that is creating concepts to solve complex problems in different fields.
- The course focuses on the creative idea generation process from research, understanding processes and systems, thinking about design and design thinking, through innovation to implementation.

POSSIBLE CAREER PATH

MARKETING AND ADVERTISING



The research, conceptualisation and planning phase of marketing and advertising strategies are critical to their success. Ideationists are versed in proposing viable solutions for marketing and advertising campaigns based on solid research, applying a variety of analysis techniques and design thinking models.

CORPORATE, NGO AND GOVERNMENT



Ideationists bring the business world and the design thinking approaches together. By applying ideation models to complex business problems, they consider diverse contexts such as economic, political, social and environmental factors that come into play when aiming for positive impact.

BUSINESS INNOVATION



Many companies look to incorporate design thinking and ideation models into the day to day running and planning strategies for their business. The models assist companies and brands to plan for uncertain futures, to be agile in response to change and to become innovative in their practices and products. Companies that apply design thinking are recognised as being more innovative and ultimately more successful.



FOR ALL ABOVE CAREERS

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

DESIGN STRATEGIST



Manage research and innovation for an organisation. Lead the conceptualising, design and development of disruptive innovations that can add value to the company's business. Create teams of innovative thinkers to deliver agile solutions that are commercially viable and technically feasible. Work with various internal and external stakeholders to arrive at new and innovative products.

IDEATION TRAINER/COACH



Work with companies on implementing innovative and design thinking strategies. Coach and mentor staff to apply design thinking strategies and innovative problem-solving solutions to their roles and the business. Facilitate workshops and training on ideation, design thinking and innovation models.

INTERGRATED DESIGNER



Work on design projects for clients from start to finish, in collaboration with other team members. Play a leading role in research and ideation of solutions for clients. Present and substantiate design solutions to client based on research and analysis. Manage project deliverables.

- UX/UI agency
- Corporate strategy
- Small business
- Web design firms 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?

- Lean start-ups
- Research
- Innovation
- Analysis
- Ideation
- Wireframing
- Problem solving
- Trends and trend analysis
- Human centred design
- Design thinking and models
- Representing data
- Journey mapping
- Presentation and software skills

