

# INSCAPE.

NOW OFFERING  
ACCREDITED  
POSTGRADUATE  
STUDIES

## BACHELOR OF DESIGN IN INTERACTION DESIGN

3 Years Full-Time Contact Learning

### WHY STUDY THIS QUALIFICATION?

- A degree that turns you into an interaction design guru.
- Become an expert in all the latest interaction design and user experience approaches and technologies.
- The course focuses on creating effective, intuitive, and engaging interactive designs for users.

### POSSIBLE CAREER PATH

#### DESIGN, MARKETING AND ADVERTISING

Design or marketing companies and advertising agencies offer interaction design and user experience design as part of their overall marketing, branding, advertising and design services. In such companies, interaction designers may be involved with building digital products, designing mobile apps and creating websites that align with overall branding strategies.



#### INSTRUCTIONAL DESIGN

With more and more learning and training moving online, there is a need for interaction designers to plan and design the learning experiences that users have. Corporate training, education institutions, schools and training companies rely on interaction designers to research, plan and implement the interaction design for learning platforms that include diverse facilitation media and tools used to assess learning.



## POSSIBLE CAREER PATH

### CORPORATE AND GOVERNMENT



Most companies, NGO's and government departments have digital platforms that users interact with. Interaction designers are employed to identify the user's needs and to design the users interactions with the organisation. Interactions include banking online, purchasing online, registering queries, applying for jobs and many other applications. The interaction designer promotes the use of UI in the company and educates management and other internal stakeholders on its benefits.

### FOR ALL ABOVE CAREERS

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

### INTERACTION DESIGNER



Create mock-ups and translate these into attractive, intuitive and practical designs that users can interact with. Make use of appropriate design, wireframing, prototyping, collaboration software, and coding languages. Design for various platforms such as web, mobile, tablet, touchscreen and virtual reality.

### UI DESIGNER



Work with business analysts, management, marketers and developers to creating effective interfaces for multiple users. Analyse user and company requirements to solve interaction design problems. Create and present concepts, wireframes, systems and prototypes to teams. Manage teams.

### INSTRUCTIONAL DESIGNER



Develop and implement interactive learning solutions for education and training clients. Research client and user needs to create innovative applications and solutions for instructional design. Create storyboards, prototypes, graphics and content using appropriate software. Manage project deliverables.

### UX UI DESIGNER



Research and analyse business and user needs to create an interaction design strategy. Plan and structure information architecture, site structures, maps, user experience journeys, interactions and prototypes for target users in collaboration with marketing, e-commerce, designers and developers.

Interaction Design graduates can work in related creative fields, including:

UX/UI agency, small business, corporate marketing, web design firms, education institutions 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?

- Interaction design
- user journeys
- animation
- prototyping
- basic coding
- information system fundamentals.
- web design
- consumer behaviour
- typography
- workflow
- database management
- research
- audio-visual
- UI organising principles
- software



CONTACT: [applications@inscape.co.za](mailto:applications@inscape.co.za) | VISIT: [WWW.INSCAPE.AC](http://WWW.INSCAPE.AC)