

BUSINESS AND INNOVATION



# BACHELOR OF DESIGN SPECIALISING IN **IDEATION DESIGN**



**INSCAPE**



# COURSE INTRODUCTION

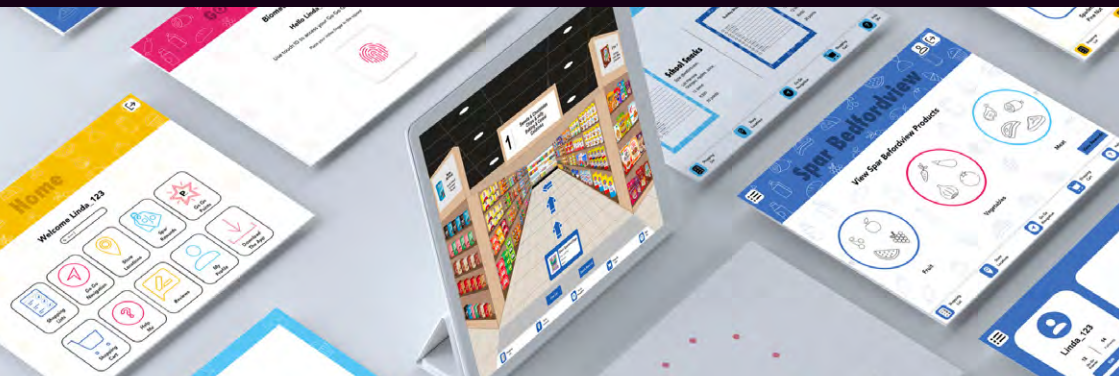
This unique degree programme equips students to be a coveted asset in areas like UX, System Design, Product Design, Motion Design and Strategic Design. The programme is suitable for students who are passionate about creatively crafting solutions and tackling complex problems. The Bachelor of Design specialising in Ideation Design is all about ideas and innovation. Students learn to problem-solve in various contexts through addressing design theories, professional practices and experiential learning. As well as being well prepared for a wide variety of career opportunities, students are equipped to continue their studies at a postgraduate level.

## COURSE OVERVIEW

- Prepares students for using design problem-solving techniques in conceptual idea generation.
- Students learn to identify and creatively solve complex design problems and present them in an engaging way to clients.
- Students cover research, analysis, design models, processes and critical, creative and design thinking techniques.
- Students are encouraged to participate in multidisciplinary teams to address Sustainable Development Goals (SDG) challenges through design.
- Design, the circular economy, empathy, ethics and sustainability guide students to create thoughtful designs and systems that positively impact society, the economy and the environment.
- Students develop communication skills and are taught how to articulate and justify their decision making. This approach supports 'sustainable learning' that students will be able to carry over into their careers and a variety of contexts.
- Students are well prepared as ideation design practitioners to contribute meaningfully in complex and fast changing real-world contexts by including 'live briefs' for industry clients, job shadowing and experiential learning.

## FOCUS AREAS

- Human-Centred Design
- Trends and Trend Analysis
- Design Thinking and Models
- Representing Data
- Journey Mapping
- Wireframing



# CAREER OPPORTUNITIES



Ideation Designer  
Strategist  
Strategic Design Lead  
CX Designer  
Product Designer

UX/UI Designer  
Researcher  
Data Visualiser  
Account Manager  
User Experience Support





# SUBJECTS

## YEAR 1

- Visual Communication 1
- Design Thinking
- Design History
- Image Making
- Communication Studies
- Leadership and Management
- Exposure
- Photography
- Applied Technology 1
- Applied Design 1
- Computer Applications 1 (Adobe Photoshop, Illustrator, InDesign & XD)

## YEAR 2

- Visual Communications 2
- Design Praxis
- Job Shadowing
- Ideation Design Portfolio
- Consumer Behaviour
- Applied Design 2
- Applied Technology 2
- Computer Applications 2 (Adobe Illustrator, Figma & Canva)

## YEAR 3

- Visual Communications 3
- Business Management
- Experiential Training
- Applied Design 3
- Applied Technology 3
- Computer Application 3
- Final Project Research and Integration
- Final Project Design Application
- Portfolio

# COURSE STRUCTURE



- ✓ 3 Years full time
- ✓ NQF level 7
- ✓ 8 x 1h 45 min sessions per week.
- ✓ Approximately 2.5 hours additional independent study per session.
- ✓ 40 hours Job shadowing to be completed in the second year.
- ✓ 240 hours Experiential Training completed in the third year.
- ✓ Innovative continuous project-based assessment.
- ✓ Portfolio showcase of select work completed in the second and third year.
- ✓ Personalised capstone project with portfolio of evidence and written report submitted in the third year.

# ARTICULATION OPTIONS

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

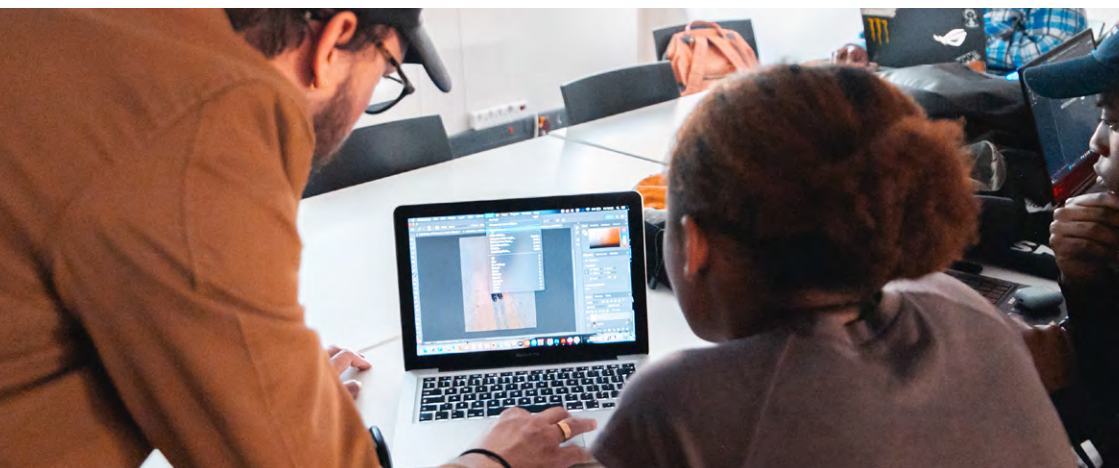


SAQA ID: 110828  
NQF 7 | **3 YEARS**  
**CONTACT LEARNING**



## ENTRY REQUIREMENTS

South Africa	Special Admissions	International Students
<p>Candidates must have completed a National Senior Certificate (NSC) stipulating entrance to a bachelor's degree.</p> <p>Or</p> <p>Candidates who have an NQF level 6 qualification.</p> <p>Or</p> <p>Candidates who have completed a NQF level 5 qualification in a related field.</p> <p>Students who have completed an Inscape Higher Certificate must have achieved an average of 60%.</p> <p>If you have any queries regarding the process, please email - <a href="mailto:applications@inscape.co.za">applications@inscape.co.za</a></p>	<p><b>Mature age exemption</b></p> <p>Candidates over the age of 23 who have completed Matric may qualify for mature age exemption.</p> <p>Please contact the Registrar for additional information <a href="mailto:registrar@inscape.co.za">registrar@inscape.co.za</a></p> <p><b>RPL</b></p> <p>If the candidate has a NQF level 4 qualification, but has design industry experience, they may qualify for entry via Recognition of Prior Learning (RPL).</p> <p>In order to be considered for entry via RPL the candidate should have a minimum of two years industry experience.</p> <p>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.</p> <p>Please contact the Registrar for additional information <a href="mailto:registrar@inscape.co.za">registrar@inscape.co.za</a></p>	<p>If the candidate has a foreign qualification, for admissions to a bachelor's degree, they must apply to Universities South Africa (USAf) for a complete or conditional exemption certificate.</p> <p>International candidates must be competent in English at and equivalent level to NQF 4.</p> <p>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.</p> <p>Please contact the Registrar for additional information <a href="mailto:registrar@inscape.co.za">registrar@inscape.co.za</a></p>



# LEARNING HUBS



## CAPE TOWN

1st Floor, 17 Salt River Road SALT RIVER



## DURBAN

641 Peter Mokaba Ridge, MORNINGSID



## 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](mailto:applications@inscape.co.za)

## CENTRAL

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

**INSCAPE**  
APPLY NOW | [INSCAPE.AC](https://inscape.ac)

### REGISTRATION AND ACCREDITATION

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