

BACHELOR OF ARTS IN INTERACTION DESIGN



DURATION

4 Years

ACCREDITATION

HEA/ZAQA

ZQF

Level 7

MODE OF DELIVERY

Online / Contact / Blended

INTRODUCTION

Designed to provide students with a broad education in interaction design, this qualification provides a range of skills that will prepare you to excel in tomorrow's demanding interactive media environment.

Our curriculum combines theoretical knowledge and practical skills to foster creative solutions. Emphasis is placed on innovative problem-solving using the appropriate integration of UX, UI, and interactive development approaches. This integration facilitates the effective delivery of interactive media solutions to targeted audiences across the new media spectrum.

ADMISSION CRITERIA

- A high school certificate with a minimum of 5 subjects passed with 50% or more.
- English Language as a subject.

Applications for Recognition of Prior Learning will be reviewed on a case-by-case basis and approved at the discretion of the University Senate.

Specialise in one compulsory major and one elective major:

Compulsory Majors:

- Interactive Media
- Game Design

Elective Majors:

- Interactive Media
- Game Design
- Graphic Design



CURRICULA

INTERACTIVE MEDIA

	YEAR 1	YEAR 2	YEAR 3	YEAR 4
CORE MODULES	- Visual Communication Theory 100 - Entrepreneurship 100 - Creativity Thinking - Design Studies - Moving Image	- Visual Communication Theory 200 - Entrepreneurship 200 - Culture, Myth & Symbolism - Major Subject Combination	- Visual Communication Theory 300 - Entrepreneurship 300 - African Philosophical Thinking - Major Subject Combination	- Academic Research - Business Practice - African Story and Ritual - Specialisation

	YEAR 2	YEAR 3
COMPULSORY	Interactive Media - UX Design - Defining the User - UI Design - Interface Elements - Interactive Development - HTML & CSS - Interaction Design Production - Authorship	Interactive Media - UX Design - Defining the Experience - UI Design - Interactive Elements - Interactive Development - JavaScript - Interaction Design Production - Creative Collaboration
ELECTIVES	Game Design - Game Concept Design - Game Mechanics - Game Art - The Player Experience - Game Development - Player Controls - Game Design Production - Authorship Graphic Design - Graphic Design - Layout & Composition - Textile Design - Design Patterns - Motion Graphics - Shape & Type Dynamics - Design Production - Authorship	Game Design - Game Concept Design - Playcentric Design - Game Art -The Game World - Game Development - Game Management Systems - Game Design Production - Creative Collaboration Graphic Design - Graphic Design - Branding & Identity - Textile Design - Print & Weave - Motion Graphics - Infographics - Design Production - Creative Collaboration

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GAME DESIGN

		YEAR 1	YEAR 2	YEAR 3	YEAR 4
CORE MODULES		▪ Visual Communication Theory 100 ▪ Entrepreneurship 100 ▪ Creativity Thinking ▪ Design Studies ▪ Moving Image	▪ Visual Communication Theory 200 ▪ Entrepreneurship 200 ▪ Culture, Myth & Symbolism ▪ Major Subject Combination	▪ Visual Communication Theory 300 ▪ Entrepreneurship 300 ▪ African Philosophical Thinking ▪ Major Subject Combination	▪ Academic Research ▪ Business Practice ▪ African Story and Ritual ▪ Specialisation
COMPULSORY		YEAR 2		YEAR 3	
		Game Design ▪ Game Concept Design - Game Mechanics ▪ Game Art - The Player Experience ▪ Game Development - Player Controls ▪ Game Design Production - Authorship		Game Design ▪ Game Concept Design - Playcentric Design ▪ Game Art - The Game World ▪ Game Development - Game Management Systems ▪ Game Design Production - Creative Collaboration	
ELECTIVES		Interactive Media ▪ UX Design - Defining the User ▪ UI Design - Interface Elements ▪ Interactive Development - HTML & CSS ▪ Interaction Design Production - Authorship Graphic Design ▪ Graphic Design - Layout & Composition ▪ Textile Design - Design Patterns ▪ Motion Graphics - Shape & Type Dynamics ▪ Design Production - Authorship		Interactive Media ▪ UX Design - Defining the Experience ▪ UI Design - Interactive Elements ▪ Interactive Development - JavaScript ▪ Interaction Design Production - Creative Collaboration Graphic Design ▪ Graphic Design - Branding & Identity ▪ Textile Design - Print & Weave ▪ Motion Graphics - Infographics ▪ Design Production - Creative Collaboration	