

Vega expands its portfolio, adds five new IIE degrees

Vega has broadened its range of world-class IIE qualifications following its assimilation with its sister brand, The Design School of South Africa (DSSA). Vega's expanded portfolio of IIE qualifications which now includes a new post-graduate degree and a range of exciting undergraduate degrees in the Bachelor of Arts design disciplines.



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Having already established three schools to accommodate its IIE Design, including brand and business portfolios, Vega will combine the DSSA's IIE academic offerings into its own. This will strengthen Vega's position as South Africa's leading private higher education institution in design disciplines, giving Vega a stronger brand presence in the market.

"Both schools acknowledged an overlap between The IIE offerings, and what was delivered at DSSA was a natural fit with Vega's core portfolios," says Shevon Lurie, managing director at Vega. "We now have one of the broadest higher education design IIE portfolios in SA, including everything from photography, graphic design, copywriting, gaming, interior and fashion design."

Additional degrees

Following the expansion of the degree portfolio at the school, in addition to the existing range of business, branding and design degrees the following is available:

- Bachelor of Arts: Honours in Graphic Design – a one-year postgraduate qualification aimed at students who want to engage with graphic design on a higher intellectual and professional level.
- Bachelor of Arts in Graphic Design – a three-year degree for those who live and breathe the art of telling stories through both traditional and digital imagery.
- Bachelor of Arts in Fashion Design – a three-year degree aimed at students who want to enter the fashion industry.
- Bachelor of Arts in Interior Design – a three-year degree specifically designed to meet the requirements of the challenging and ever-expanding fields of interior design, including corporate, retail, hospitality, exhibition and residential design.

- Bachelor of Arts in Multimedia Design – a three-year degree that equips students with the necessary skills to stand out in both the interactive (web design, UX design, application design) and motion (3D and 2D animation, motion graphics, SFX, video editing) fields.
- Bachelor of Arts in Creative Brand Communications – a three-year degree which provides students with the kind of strategic thinking and inspired planning skills that are in high demand across a broad range of the brand communication industry including copywriting, advertising and more.

“This expansion ensures students get ‘the best of both worlds’ from their studies, and allows us to further develop our facilities and the resources available to students, providing them with an all-encompassing learning experience recognised on an international scale.”

Prospective students and their parents can get a feel for the Vega way of life and find out more about Vega’s highly sought-after, world-class education at the upcoming Open Day, taking place in on Saturday, 5 August 2017 at Vega campuses countrywide. Parents and prospective students can gain a better understanding of IIE’s offerings at Vega by clicking [here](#). Applications for 2018 are now open.

For more, visit: <https://www.bizcommunity.com>