	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.P01.GD02
BOTSWANA Qualifications Authority		Issue No.	01
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SECTION A:	QUALIFICATION DETAILS		

QUALIFICATION DEVELOPER (S)	Department of Teacher Training &Technical Education

TITLE	Diploma in Brand Design	NCQF LEVEL	6

STRANDS (where applicable)	1. N/A 2.N/A 3. N/A 4.N/A

FIELD	Culture, Arts and Crafts	SUB-FIELD	Visual Arts	CREDIT VALUE	364

New Qualification	✓	Legacy Qualification	

SUB-FRAMEWORK	General Education		TVET	✓	Higher Education	

QUALIFICATION TYPE	Certificate	I		II		III		IV		V		Diploma	✓	Bachelor	
	Bachelor Honours			Post Graduate Certificate			Post Graduate Diploma		
	Masters					Doctorate/ PhD			

RATIONALE AND PURPOSE OF THE QUALIFICATION

RATIONALE:

Sub field of Multimedia designers has been identified as one of the occupations in high demand. (HRDC Occupation Code No. 2166-Graphic and Multi Media Designers). This is based on the Labour Market Analysis conducted by the Human Resources Development Council (HRDC). The qualification, Diploma in Brand Design is developed as a response to the need established by Human Resources Development Council Report (HRDC 2019) on Top Occupations in Demand, which identified Graphic and Multimedia Designers as one of the occupations in high demand in Botswana. Brand Design is a specialty area in Graphic and Multimedia Design.

Botswana lacks Brand Design Technicians, and this creates a gap in Branding communications industries.

Further, it aims at addressing the prevailing skills mismatch and the government will cut costs of sending students to study abroad since the qualification will help local ETPs to offer the Programme. The qualification, therefore, addresses the shortage of manpower and skills in the area of Brand Design.

The qualification is another way of establishing a positive image for improved perception of the TVET sector. It increases enrollment and at the same time addresses the alignment of TVET programmes. Institutions will create demand for qualified, productive and competitive human resources as stated in Education Training Strategic & Sector Plan (ETSSP) Pg 98.

PURPOSE: (itemise exit level outcomes)

The purpose of this qualification is to produce graduates with advanced knowledge, skills and competencies to:

1. Develop brand concepts and executes them strategically in varied communication media to invoke the required results.
2. Create and position a distinctive brand that garners a reputable image and differentiates itself from competitors.
3. Produce meaningful and engaging brand styles.
4. Examine brand signatures through the designer's expectations.
5. Sustain the brand messages to produce the required effect through the various media directed at an identified target audience.

MINIMUM ENTRY REQUIREMENTS (including access and inclusion)

Minimum entry requirement for this qualification is as follows:

- Certificate IV, NCQF Level 4 (General Education or TVET Intermediate Certificate)

- Applicants who do not meet minimum entry will have access through RPL and CAT according to the ETP's policies aligned to BQA RPL and CAT policies

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SECTION B	QUALIFICATION SPECIFICATION

GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
1.1 Demonstrate the ability to apply relevant professional knowledge and skill for working with graphic design equipment	1.1.1 Carry out the inspection of basic computer hardware components and peripherals. 1.1.2 Verify the authenticity of design software applications according to the set standards. 1.1.3 Use ICT skills in a work environment to produce desired results of branding
1.2 Apply effective use of tools and techniques to conduct brand research	1.2.1 Demonstrate the ability to interpret the client brief to convey the brand persona. 1.2.2 Establish preliminary questions to determine the functions and effectiveness of the brand. 1.2.3 Establish an audit and focus group to indicate a target audience for the brand. 1.2.4 Create a customer persona based on the context and perception of the brand
1.3 Design a high-quality visual identity for a brand that meets clients' requirements and needs	1.3.1 Produce brand identity design sketches and concepts. 1.3.2 Produce mock-ups for client review and approval of design ideas according to graphic design principles. 1.3.3 Demonstrate the ability to use software to refine graphic design elements of the selected brand identity mock-up. 1.3.4 Produce a brand design with a visual communication direction. 1.3.5 Demonstrate ability to use design software to create a style guide and file formats for publishing the brand design.

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1.4 Demonstrate the ability to produce vigorous and effective brand campaigns	1.4.1 Carry out an investigation to select a marketing strategy to launch the brand. 1.4.2 Execute knowledge and skills to plan a campaign for brand awareness. 1.4.3 Select equipment accordingly in order to develop an effective campaign. 1.4.4 Perform calculations to set a budget for a campaign. 1.4.5 Apply knowledge and skill to discover the needs and demographics of the target audience. 1.4.6 Establish content to convey a message that contains a Call to Action (CTA) for the campaign. 1.4.7 Apply editing skills to the selected content to incorporate in the promotion of the brand. 1.4.8 Employ entrepreneurship skills to launch the brand that meets client's needs
1.5 Apply advanced knowledge and skill to manage brand products in the market	1.5.1 Demonstrate the ability to execute brand strategy, and objective and manage budget. 1.5.2 Employ knowledge and skill to manage brand identity for the target audience. 1.5.3 Manage brand message about the product. 1.5.6 Demonstrate the ability to monitor market response. 1.5.7 Evaluate the performance of a product in the market
1.6 Facilitate the production of branding content according to the standards	1.6.1 Demonstrate the ability to gather branding elements. 1.6.2 Acquire formal approval from relevant authorities.

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	1.6.3 Adapt content to a specified use.
	1.6.4 Demonstrate the ability to transfer content to materials.
	1.6.5 Deliver packaged branding according to the set standards
1.7 Employ highly specialized knowledge and skill to promote products in relation to brand design platforms	1.7.1 Demonstrate the ability to analyse marketing strategy.
	1.7.2 Demonstrate the ability to identify branding platforms.
	1.7.3 Select the market audience for the users' products and services.
	1.7.4 Apply for (clearance) permission from the authorities.
	1.7.5 Demonstrate the ability to distribute packaged products.
	1.7.6 Monitor and evaluate platform performance to establish efficiency.
	1.7.7 Evaluate product/brand performance in order to make brand design powerful and controllable
1.8 Demonstrate the ability to apply professional (generic/soft) skills accordingly that are applicable in the Multimedia industry	1.8.1 Execute brand design practices and standards for the establishment of a brand
	1.8.2 Employ effective and professional communication silks in any given situation in the workplace
	1.8.3 Apply entrepreneurship skills in a business set-up.
	1.8.4 Carry out administration and management duties in the multimedia industry.
	1.8.5 Exhibit the skill to manage the project effectively in alignment with the strategy

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1.9 Exhibit knowledge and skill to apply health and safety measures in the workplace as per the prescribed standards	1.9.1 Apply and monitor occupational, health and safety regulations, codes and practices in the workplace.
	1.9.2 Adhere to health and safety regulations in the workplace to minimise risks and accidents.
	1.9.3 Administer first aid according to the required standards.
	1.9.4 Comply with health and safety reporting procedures for injuries and accidents in the workplace

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SECTION C	QUALIFICATION STRUCTURE			
COMPONENT	**TITLE**	**Credits Per Relevant NCQF Level**		**Total Credits**
		Level [ ]	Level [5]	Level [6]	
FUNDAMENTAL COMPONENT *Subjects/ Courses/ Modules/Units*	Introduction to Computing		8		**8**
	Communication Skills		4		**4**
	Entrepreneurship		8		*8*
	Occupational Health & Safety		6		**6**
	Introduction to Research Methodology			4	**4**
	Supervisory Skills			6	**6**
	Multimedia Ethics			8	**8**
	Project Management Essentials			10	**10**
CORE COMPONENT *Subjects/Courses/ Modules/Units*	Multimedia Technology		14		**14**
	Basic Graphic Design		14		**14**
	History of Art for Multimedia		8		**8**
	Basic Digital Photography		10		**10**
	Brand Techniques		12		**12**
	Character Design		14		**14**

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	Subjects/Courses/Modules/Units				Total Credits
	Copyright Laws and Legalities		13		**13**
	Visual Communications		13	16	**29**
	Creative Thinking			16	**16**
	Prepress and Printing Skills			13	**13**
	Branding Communications			18	**18**
	Packaging Design			13	**13**
	Advertising Concepts			16	**16**
	Layout Design			15	**15**
	Typography Design			15	**15**
	Integrated Research Project			30	**30**
	Work placement			60	**60**

STRANDS/ SPECIALIZATION	*Subjects/ Courses/ Modules/Units*	*Credits Per Relevant NCQF Level*			*Total Credits*
		Level [ ]	*Level [ ]*	*Level [ ]*	
1.	*N/A*				

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2.	*N/A*					
Electives	*N/A*					

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SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL	
TOTAL CREDITS PER NCQF LEVEL	
NCQF Level	*Credit Value*
Level 5	124
Level 6	240
TOTAL CREDITS	364

Rules of Combination:

(Please Indicate combinations for the different constituent components of the qualification)

Modules at level 5 consist of credits to the value of **124** all of which are compulsory.

Modules at level 6 consist of credits to a total value of **240** all of which are compulsory.

The candidate has to pass all core modules and fundamentals modules.

N.B. There are no electives for this qualification.

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ASSESSMENT ARRANGEMENTS

Formative (60%)

The contribution of formative assessment to the final grading shall be 60%

Summative Assessment (40%)

The contribution of summative assessment to the final grade shall be 40%

The assessment shall be carried out by BQA-registered and accredited Assessors

MODERATION ARRANGEMENTS

Internal and external moderators to be engaged will be registered and accredited subject specialists in relevant fields with relevant industry experience and academic qualifications.

RECOGNITION OF PRIOR LEARNING

Recognition of Prior Learning (RPL) will be considered for the award of the credits towards the qualification according to applicable RPL policies.

CREDIT ACCUMULATION AND TRANSFER

Credit Accumulation and Transfer will be considered for the award of the credits towards the qualification according to applicable CAT policies

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Horizontal Articulation (related qualifications of a similar level that graduates may consider)

- Diploma in Graphic Design
- Diploma in Graphic Communication
- Diploma in website design

Vertical Articulation (qualifications to which the holder may progress)
- Bachelor of Brand Management
- Bachelor of Communication Planning and Management
- Bachelor of Brand Building
- Bachelor of Communication Management and Innovation
- Bachelor of brand strategy

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Employment Pathways

On successful completion of this qualification, the holder may be absorbed in the job market as:

- Corporate Communications officer
- Product Management Officer
- Marketing Coordination officer
- Client Services officer
- Customer Relations officer
- Experiential Marketing officer
- Art director
- Brand ambassador

QUALIFICATION AWARD AND CERTIFICATION

Qualification Award

- Candidates meeting the required minimum of 364 credits will be awarded Diploma in Brand Design in accordance with the qualification composition rules and applicable policies.

Certification

- Candidates meeting the prescribed requirements will be awarded a Diploma in Brand Design in accordance with the qualification composition rules and applicable policies.

- There will be certification upon awarding of Diploma in Brand Design qualification.

SUMMARY OF REGIONAL AND INTERNATIONAL COMPARABILITY

Competencies that are related or similar to the proposed qualification are the ones for graphic design, generic skills. Core competencies for brand design are not available on the benchmarked qualification because the mentioned qualifications are for graphic design. The benchmarked qualifications are for South African Qualifications Authority (SAQA) and Australian Qualifications Authority.

SAQA credits are at 360 and the qualification is at Level 6 hence Australian Qualifications Authority did not state the duration, credits nor hours for the qualification.

In conclusion, core competencies for Brand Design are not captured by the two benchmarked qualifications, therefore, currently there is no Brand Design qualification available and to benchmark with.

The qualification articulates horizontally with other qualifications at Diploma level (SAQA and Australian Qualifications Authority). Vertical articulation is not possible because there is no qualification of higher level for Brand Design, however, equivalent qualification for Bachelor of Arts: Brand Building and Management by SAQA can be considered.

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It has to be noted that IIE Vega South Africa offers Brand Design at diploma level but the qualification is not available.

REVIEW PERIOD

The qualification will be reviewed every five (5) years or as and when required depending on the changing needs of the market.`

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