# SELECTION **PROCEDURE**

BA Information Design (ID)
Intake for 2025

## INTRODUCTION
## TO ID

*The successful information designer (communications designer) is a professional, highly qualified person who plays a decisive strategic role in creating the contemporary visual environment. We live in a world in which we are surrounded by words and pictures and it is the designer's responsibility to provide original solutions to mass communication problems.*

## FOLLOW THESE STEPS TO APPLY

**01** *Apply at UP*  〉  **02** *Apply at ID*  〉  **03** *Book for selection interview & test*

**01.** UP: online application (http://www.up.ac.za/online-application).

**02.** ID: Submit a digital copy of the ID selection form, which includes a questionnaire and an online portfolio section.

**03.** ID: Book a provisional appointment for a selection interview and concept test by calling (012) 420 2353. Interviews and selection tests take place from 13 - 20 July 2024.

## STEP **01**

### APPLY AT UP

*Apply at UP*

*To ensure that your complete application is received by ID by 30 June 2024, it is strongly advised that you complete and submit your online application on the UP portal at least two weeks before the deadline.*

Only applications that comply with the University's admission requirements will be considered for selection and admission to the BA Information Design course.

The closing date for applications for all selection courses at the University of Pretoria (UP) for 2025 is **30 June 2024**. Apply online at www.up.ac.za/apply. You must consult the UP Portal to track the status of your application.

Please contact the Student Service Centre on Hatfield campus (contact via 012 420 3111 or ssc@up.ac.za) if you experience problems with your online application.

# ADMISSION REQUIREMENTS

Please make sure that you comply with the following minimum requirements for admission to the BA Information Design course (as explained on the UP website):

› National Senior Certificate (NSC) or an equivalent qualification with admission to bachelor's degree study.

› An Admission Point Score (APS) of 30 (Grade 12 applicants calculate their APS using Grade 11 marks when applying, but Grade 12 marks are used for APS calculations for applicants who have already obtained a NSC or equivalent qualification. Applicants must achieve an APS of at least 28 in Grade 12 for final admission).

› English Home Language or English First Additional Language (Level 5).

› An art- or design-related school subject is not a requirement, but all applicants must complete and submit a digital ID selection form, comprising question sections and a portfolio section, as part of their application.

**NOTE** *After submitting your UP application, please print the proof of your successful application, and then continue with Step 02, i.e. your application at ID.*

# STEP 02

## Where can I get the ID selection form?

*Go to www.up.ac.za/visualarts Click on Study, then click on Applications & Selections Procedure. Next, download and complete the ID selection form (.pdf).*

## APPLY AT ID

All applicants must complete the ID selection form, which consists of question sections and an online portfolio section. The form, which is available as a PDF document on the Visual Arts page on the UP website, must be submitted digitally by 30 June 2024. No late applications will be accepted.

Email your completed ID selection form to visualarts.selection@up.ac.za.

**NOTE** *After submitting the required digital deliverables to ID by 30 June 2024, make sure to book a provisional appointment for an interview and selection test.*

## QUESTIONNAIRE

The questionnaire section of the ID selection form requires you to answer questions about yourself, including education, personal interests and achievements, motivation for study, etc. Moreover, the form will facilitate the uploading of your portfolio pieces (as detailed in the portfolio section that follows) via a WeTransfer link (WeTransfer is a free online file-sharing resource).

## PORTFOLIO

You are required to submit **12 portfolio pieces** as part of Step 02 of the selection process. The selected pieces must be collated and uploaded to the ID selection form as **one digital portfolio file (.pdf) no larger than 80mb, and uploaded to the ID selection form**. Remember that a good portfolio shows a diversity or variety of media and content. The following requirements are guidelines for the selection of work:

❯ Only include examples of works that have been created in the last two years.

❯ Please present the photographs of your work in an A4-sized digital file format.

The portfolio must include:

### 1 × ORIGINAL DRAWING FROM OBSERVATION

Use an A2 sheet of paper and graphite pencils to complete a drawing from observation (not from a photograph). Select a flat surface and set up a visually interesting still life comprising 5 - 8 objects that you have at home. Choose objects that are made of different materials (for example: fabric, glass, metal, organic material such as fruit or flowers/leaves) and have a variety of textures, shapes and colour. Carefully arrange the selection of objects, keeping a single light source in mind. Spend some time trying different arrangements. Walk around your still life to consider different angles when selecting your composition. Before you begin your final drawing, draw quick thumbnail sketches of different angles to decide on what you believe is an interesting and dynamic visual composition. Once you have finalised the still life arrangement, draw your composition on an A2 paper. You must complete the drawing from observation in 2 hours and 30 minutes. It is essential that you time yourself. We know what a 2 hour and 30 minute drawing looks like, so keep to the specified time limit. It is compulsory for you to write the date, as well as the start time and end time of your drawing in the bottom right-hand corner of your A2 page.

Take a clear photograph of your still life that you've observed and a photograph of your final drawing, which you need to upload when completing the ID selection form; failure to submit the photograph of the still life arrangement together with your drawing of the still life will immediately disqualify your application.

### 3 × ORIGINAL PHOTOGRAPHS

Submit 3 original photograph that shows good pictorial direction when photographing subjects such as people, buildings, still life objects, and so on. Reflect a personal interest through the subject matter that you choose to photograph.

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## PORTFOLIO (CONTINUED)

### 8 x ADDITIONAL WORK

For the rest of the portfolio, please include a selection of eight photographs of your art/ design work to indicate your proficiency in auto-graphic hand-drawn mark-making, expression and communication. The work that you select should show your preference for Information Design; the portfolio pieces that you choose to submit can be 2D or 3D. The photographs need to be clear and of a good quality, but need not be taken by a professional photographer. You may include work from any of the following categories:

❯ illustration/drawing (in pencil, charcoal or pastel)

❯ paintings (in watercolour, gouache, acrylic or oils)

❯ print-making

❯ 3-D designs/constructions or sculpture (see tips below on photographing 3D work)

❯ technical or engineering drawings (a maximum of two)

❯ branding or advertising projects



Example: Drawing from observation



Example: Photograph (Architectural shot)

### LABELLING YOUR WORK

It is mandatory to provide the following information with the photographs of the six portfolio pieces you submit:

❯ A brief description or rationale (50 words) of the idea/concept of your work.

❯ The commissioner of the work, i.e.: was it done for school, a client, or was it self-commissioned?

❯ The size and medium (e.g. pencil, oils, pastels) of the work.
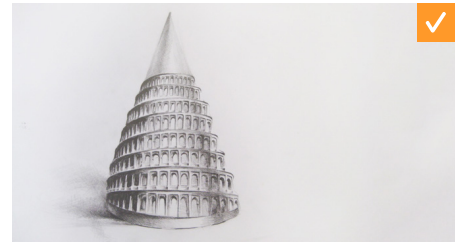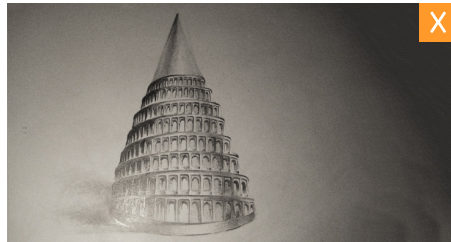
❯ The year in which the work was completed.

# APPLY AT ID  (CONTINUED)

## TIPS FOR PHOTOGRAPHING 2D WORK
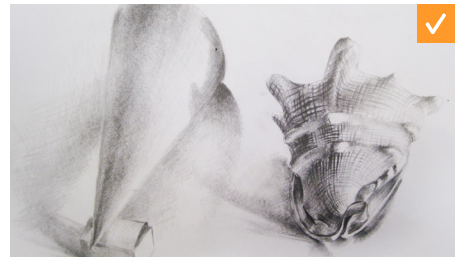
### Photographing 2D work

*Remember to avoid glares (do not take photographs under direct light). Make sure you capture sharp photos, and avoid submitting images that are out of focus).*



**Glares and dark edges:** Make sure to capture your photographs in natural light in a well lit area. Photographs captured in darker areas with harsh lighting will result in dark edges and glares.



**Blurry images:** Make sure that you submit sharp images. Adjusting your shutter speed and using a tripod are good ways to avoid blurring your images.
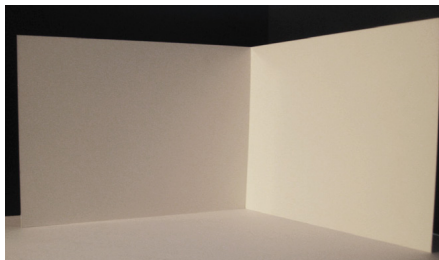
## TIPS FOR PHOTOGRAPHING 3D WORK

### Photographing 3D work

*Remember to focus on lighting and angle variation when photographing 3D work.*

*If you choose to submit photographs of 3D work, you may also decide to photograph your work from different angles. Please note that all angles of the same work count as only one portfolio piece.*



**Stage:** Build a white stage or drape a black backdrop against which to showcase the object.
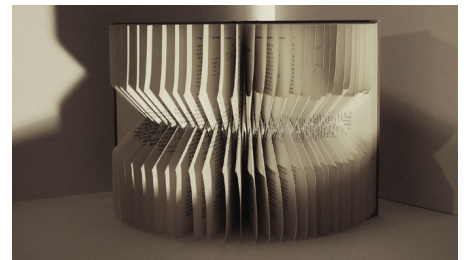


**Lighting:** Experiment with light placement for dynamic and well-lit objects.



**Angles:** Experiment with different angles to present dynamic photographs of 3D work.



**Cropping:** Don't be afraid to crop your work to exclude unnecessary elements or surroundings.

# SELECTION INTERVIEW & TEST

## STEP 03

### Selection interview & test appointment

*Finalise a provisional date for your appointment no later than Friday, 28 June 2024.*

## BOOK FOR SELECTION INTERVIEW & TEST

You must book a provisional date for your selection interview and test appointment by 30 June 2024. Interviews and selection tests take place between 13 - 20 July 2024. Please phone (012) 420-2353 on weekdays (between 08:00 and 15:00) to make an appointment for **one** of these dates. Kindly note that if you do not finalise your interview and test date by Friday, 28 June 2024, you risk the chance of losing an opportunity to continue with the selection process even if you meet the requirements of the merit selection process.

**If you do not receive an email from us by 12 July 2024, you can assume that you qualify for the final round of the selection process. This means that your booking is automatically confirmed for the selection interview and test.**

Please report to the foyer of the Visual Arts building on main campus at 08:00 for 08:30 to register on the day of your appointment. The concept test begins at 08:30; you will have an hour and a half to complete the test. Subsequently, 20 minute interviews will be held with each candidate between 10:00 - 16:00. Should you wish to present original works in addition to the digital portfolio you submitted, you may do so during your interview. Please bring these works on the day of your interview and test and remove them on the same day as ID cannot accept responsibility for storing your work.

### UNSUCCESSFUL APPLICATIONS

You will be notified by 12 July 2024 if your Information Design application does not meet the requirements of the merit selection process for ID. Your application status will be sent to you via email so please ensure that you provide your preferred email address on both the UP application and the ID selection form.

If your application is not successful, you will not be allowed to continue to the final round of the selection process. Please be aware that the selection panel's decision in this regard is final; no correspondence will be entered into by the selection panel members, nor other UP staff, including administrators.

# SELECTION INTERVIEW & TEST

## STEP 03

## PROCEDURES FOR SELECTION INTERVIEW & TEST

### PROCEDURE FOR SELECTION INTERVIEW

You will be interviewed by a panel of people, consisting of Information Design lecturers, a postgraduate student, as well as a representative from the design industry. The panel will ask you a number of questions related to your knowledge of the Information Design course at UP, the design industry as well as current local and world events. You will also be asked interpretative questions to test your lateral thinking skills. As such, personal insight and motivation are highly regarded in the interview.

### PROCEDURE FOR SELECTION TEST

You will undertake a concept test, which examines your ability to think laterally, visualise ideas, interpret visual images, and communicate ideas in written form. The test will be considered with your portfolio and your interview for the selection decision.

**NOTE**  *Please bring the following equipment with you: pen, graphite pencils, sharpener, eraser, ruler (30cm), scissors and a glue stick.*

### FINAL SELECTION RESULTS

You will receive an email from us by 30 August 2024, indicating that the final selection results are published on the UP Portal. If you have been accepted, kindly call the Visual Arts adminstrator on (012) 420-2353 or send an email to visualarts.selection@up.ac.za no later than 30 September 2024 to confirm whether you will be taking your place or not.

### ACCEPTANCE OF ADMISSION AT UP

If you have been conditionally or unconditionally admitted, please access the 'Student Centre' via the UP Portal on the UP website to accept or decline the place that has been allocated to you.

If you are not going to take your place, it is common courtesy to indicate your decision, not only for the University, but also for prospective students who may be on the waiting list.