

INFORMATION DESIGN (BA ID)

INFORMATION FOR
PROSPECTIVE STUDENTS
(2025 INTAKE)

DIFFERENTIATING FEATURES OF THE BA INFORMATION DESIGN COURSE

- Broad-based course – visual communication design using screen, print-based and ambient media
- Emphasis on problem processing, identification and solving – focus on design thinking
- Guest lecturers who are practicing designers and experts in their fields
- An underpinning of social awareness that encourages responsible citizenship amongst students
- 50:50 Ratio between theoretical and practical projects
- Compulsory work experience in the design industry during the third and fourth year of study
- Opportunities to engage with industry professionals and network
- Opportunity to pursue postgraduate degrees (MA & PhD); the final year of Information Design is NQF Level 8 equivalent (Honours equivalent)
- International acclaim and recognition by design programs and awards schemes

SKILLS LEVEL

FOCUS

1	Beginner: Discovery	Discovery of materials and techniques focused on expression.
2	Intermediate: Focus & concentration	Exploration and application of defined ways and areas of design thinking.
3	Intermediate: Focus & concentration	Exploration and application of defined ways and areas of design thinking.
4	Advanced: Professional Practice	Exploration and application of information design in a variety of practical projects that represent areas of professional practice.

KEY STEPS

STEP 1 | UP ONLINE APPLICATION DUE BY 30 JUNE

STEP 2 | ID FORM (INCLUDING PORTFOLIO) DUE BY 30 JUNE

STEP 3 | INTERVIEW AND SELECTION TEST APPOINTMENT

JOBS / OCCUPATIONS

Photographer | Typographer | Web & mobile designer | Design lecturer/researcher | Broadcast designer
Animator/motion graphic artist | Advertising designer | Design management consultant
Art/creative director | Illustrator | Finishing artist | Copywriter | Product & packaging designer
Film director/editor | Social/sustainable designer | Branding designer | Information designer
Design visualiser | Design promoter | Editorial designer

AREAS OF FOCUS

- | | | |
|--------------------|----------------------|-------------------------|
| • Illustration | • Wayfinding | • Editorial design |
| • Advertising | • Visual journaling | • Photography |
| • Web & mobile | • Characterisation | • Animation |
| • Social design | • Motion graphics | • Info visualisation |
| • Branding design | • Interaction design | • Printing & production |
| • Broadcast design | • Concept design | • Packaging design |

MAC LAB TRAINING AND EQUIPMENT

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| • Specialised computer training provided in relevant print, digital and 3D software | • Wacoms/pen tablets available to students |
| • Access to photography and video equipment | • Computer lab that provides after-hour access to students to complete projects |

THEORETICAL FOCUS OF THE COURSE

Visual Culture Studies (VKK) forms a major theoretical component of the course and a research paper is completed in the final year of study with the guidance of a research supervisor.

INDICATION OF FEES FOR FIRST YEAR: R39 000 - R51 000 (2023 FEES)

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W <https://www.up.ac.za/visual-arts/article/1951471/ba-information-design-application-and-selection-procedure>



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