



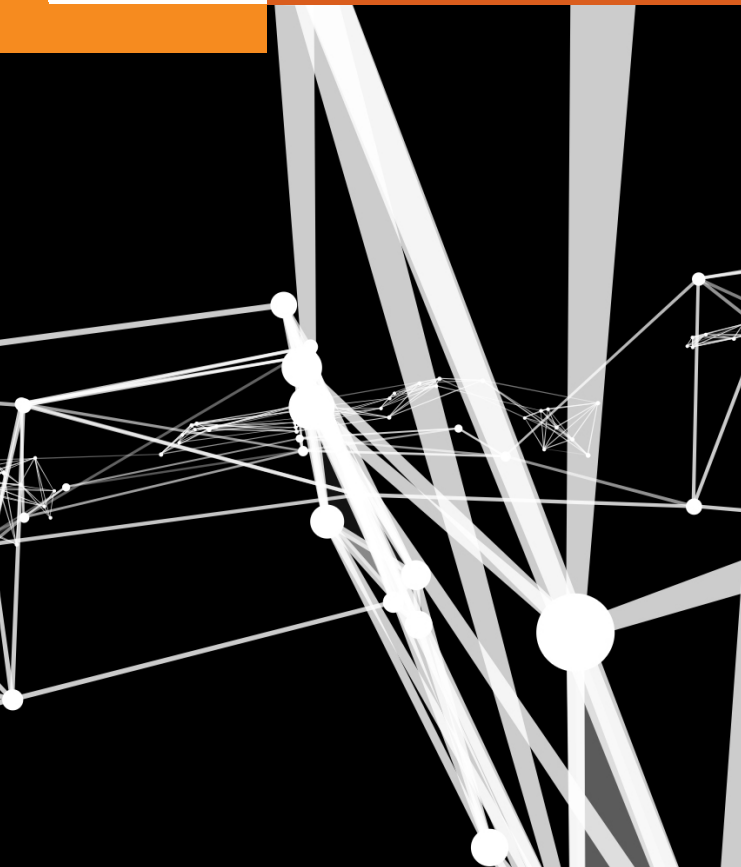
UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

## Faculty of Humanities

Arts Cluster

Department of Visual Arts

BA Information Design



### BA Information Design (BA ID)

The successful information designer (or communication 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. It is the designer's responsibility to provide original solutions to mass communication problems. A skilled designer has the ability to convey meaningful and powerful visual messages in a variety of media to many different people.

### The Department of Visual Arts

The Department of Visual Arts is recognised for its academic and creative excellence. It strives to be inclusive, enabling, socially responsible and value-driven, always acknowledging its mandate to be relevant to the wider community. Moreover, the Department aims to be a leading visual arts department, acknowledged as the department of choice by its students, graduates, employers and peers. It seeks to function as a model multidisciplinary department that fosters a creative, intellectual, professional, critical and reflective climate for its staff and students.

The Department of Visual Arts' three divisions – Fine Arts, Information Design and Visual Studies – play key strategic roles in shaping knowledgeable, responsible, independent and innovative citizens. Its purpose is therefore to train and educate students who can contribute meaningfully to society. Driven by humanistic and intellectual imperatives, the Department provides an environment where students can learn and grow to contribute to the well-being of the broader community and where staff can become leaders in their respective fields. Each of the Department's divisions seeks to attain these outcomes by means of focused research strategies, encouraging both individuality and communal responsibility.

### Who is Information Design for?

Information design is a career with unusual and challenging opportunities for:

- Intelligent, energetic and innovative people with creative and artistic talent.
- Someone with perseverance and ability to accept responsibility.
- The person who is able to communicate with a broad spectrum of people.
- The adventurous individual who will enjoy the versatility offered by the visual communications industry.
- The potential manager with organisational skills.

### Functions of Information Design

The functions of information design can be broadly defined in terms of 4 intentions:

- To establish visual identities for people, organisations or products.
- To visually inform, direct, explain, describe and educate.
- To persuade people to change their actions and behaviors
- To create entertaining, aesthetically pleasing or intriguing experiences.

### Teaching Approach

#### Broad-Based Education

Broad-based education promotes independent and innovative design thinking through the exposure to and integration of various communication design disciplines spread across 4 years of full time study.

#### Industry Expertise

The course incorporates industry expertise to impart practical knowledge and keep students up to date with contemporary design concerns and developments.

#### Research-Driven Design

Research-driven design thinking that incorporates community upliftment and interdisciplinary collaboration with a strong theoretical underpinning to support design strategy.

#### Design For Social Awareness

While remaining economically attuned, we must acknowledge that design doesn't exist in a social vacuum. Rather, it affects and is affected by larger social concerns. With this in mind, we believe that design should resolve clutter, making a better world in which to live.

#### Post-Graduate Studies

Our postgraduate study programme facilitates niche specialisation and contributes to the Department's growing knowledge base.



PHOTOGRAPHER



TYPOGRAPHER



WEB & MOBILE DESIGNER



BRANDING DESIGNER



INFORMATION DESIGNER



ANIMATOR/MOTION GRAPHIC ARTIST



BROADCAST DESIGNER



ADVERTISING DESIGNER



DESIGN MANAGER/CONSULTANT



DESIGN VISUALISER



CREATIVE DIRECTOR



ILLUSTRATOR



FINISHED ARTIST



PRODUCT & PACKAGING DESIGNER



LAYOUT & EDITORIAL DESIGNER



SOCIAL/SUSTAINABLE DESIGNER



COPYWRITER



FILM DIRECTOR/EDITOR

## Career opportunities

Information designers can work in a wide range of design fields, such as:

Information visualisation, corporate identity design, editorial and layout design, wayfinding, conceptual design, type design, photography, animation and motion graphics, characterisation, visual journaling, broadcast design, design for Social development, packaging design, web, mobile and app design, advertising, printing and production and Illustration.

## Minimum requirements for admission:

To be accepted for the BA Information Design package, you need a National Senior Certificate with full university exemption and an APS of 30. Art as a school subject is not essential, but prospective students must be able to demonstrate their creative potential and commitment to their chosen field of study.

The BA Information degree entails the following selection process:

- You must **apply online** before the end of June.
- Download and complete the **questionnaire** (available on the Visual Arts website) and submit with your **portfolio** to the Department of Visual Arts before the end of June.
- Interview and selection test: you must book an appointment for an interview and selection tests before end of June.

Please visit our website [www.up.ac.za/visual-arts](http://www.up.ac.za/visual-arts) for all relevant application & selection procedures, submission dates & contact details.

## Course structure

The Information Design course is spread across four years of full time study and also includes a six week internship. The internship constitutes working for professional design and/or production companies during holidays in your third and fourth years of study.

### First year

Information Design  
Imaging and Visualisation  
Visual Culture Studies  
Academic Literacy

### Second year

Information Design  
Imaging and Visualisation  
Visual Culture Studies

### Third year

Information Design  
Imaging and Visualisation  
Visual Culture Studies

### Fourth year

Information Design  
Design Research

## For further information

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