

Course structure

First year

Academic Information Management
Visual Culture Studies
Academic Literacy

Elective modules (choice subject)

Anthropology
or Heritage and Culture Tourism
or Drama and Film Studies
or Philosophy
or Information Science
or Marketing
or Political Science
or Religion studies

Second year

Visual Culture Studies

Elective modules (choice subject)

Anthropology
or Heritage and Culture Tourism
or Drama and Film Studies
or Philosophy
or Information Science
or Marketing
or Political Science
or Religion studies

Third year

Visual Culture Studies

Elective modules (choice subject)

Anthropology
or Heritage and Culture Tourism
or Drama and Film Studies
or Philosophy
or Information Science
or Marketing
or Political Science
or Religion studies



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Humanities

Arts Cluster
Department of Visual Arts
BA Visual Studies



For further information

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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.

BA Visual Studies

We are confronted with the visual everywhere: on billboards, TV screens, in cinemas, magazines, newspapers, on the Internet, fashion, architecture and in malls. We do not necessarily see more than previous generations (although there is probably more to see), but it is rather a case that we ask different questions about what we see and experience than before. Visual Studies as programme, and Visual Culture Studies as the main subject, enable students to explore the various exciting forms of visual images that surround them on a daily basis. The aim is to promote critical skills by offering direction in the analysis, interpretation and evaluation of various aspects of visual culture, both in a historical and contemporary context. The programme deals with theoretical issues, and students do not need artistic talent to study the course.

Application and selection procedure:

Because this programme follows a comparative and inter-disciplinary approach, students are equipped with the background and critical skills that can be applied in a variety of career options, mainly in the cultural industry, media, television, new technologies, education, and visual communication. The emphasis is on the development of analytical and critical thinking skills; it is not vocational training for a specific career. Rather, it allows for a diversity of employment opportunities focussing on the visual in the broadest sense.

Admission requirements

A National Senior Certificate that complies with the minimum requirements for admission to a bachelor's degree is required, as well as an APS of 30. No interview is necessary. You do not have to be able to draw, paint or design to take visual studies.

Please visit our website www.up.ac.za/visualarts for all relevant application procedures and submission dates.

