Faculty of Humanities
Fakulteit Geesteswetenskappe
Lefapha la Bomotho

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Make today matter

Bachelor of Arts in Information Design

Design is a dynamic discipline that impacts people and the world they live in. The successful information designer is a highly qualified person who plays a vital role in creating the contemporary visual, spatial and digital environment.

A skilled designer conveys meaningful and powerful messages in a variety of media to diverse people. The Bachelor of Arts in Information Design programme incorporates design strategies and design applications in a range of media. Our students learn to design with their heads, hearts, and hands to equip them for local and global communication design careers.

Information design as a discipline:
- establishes visual identities for people, organisations or products;
- visually informs, directs, explains and describes a product and/or organisation;
- persuades people to change their behaviours;
- creates an entertaining, aesthetic or intriguing experience; and
- creates meaningful and socially responsible design systems.

Graduates will leave the programme with confidence and versatility that will enable them to establish themselves in any of the above areas of professional practice. They can expect to be knowledgeable about current professional practice developments and be sensitive to how design can impact society and bring about social change.

Who are the ideal candidates?

Students who excel at this programme have an aptitude for both strategic and creative thought. They are very open and conscientious and have a keen interest in communicating with and serving people with integrity.

What makes this programme unique?

This is the only broad-based professional (NQF level 8) design degree of its kind in Africa. It is unique in terms of both its scope and depth and is recognised as such by both the creative industry and design educators.

Career opportunities

Animators, graphic designers, illustrators, interaction designers, communication designers, art directors, media production managers, design managers, designers of animation and motion graphics, design educators, media designers or freelance designers; typographers for advertising and branding agencies, publishing industries, web design companies, broadcasting and animation studios; in-house design for large companies, state and parastatal organisations, research and educational institutions, public relations and marketing companies, design consultants, printers and production houses or owners of private studios.

Structure of programme

The core modules consist of two studio practice subjects:
- information design and imaging and visualisation
- a theory subject, Visual culture studies

Which companies employ our graduates?

Many companies employ our graduates, including companies and institutions that focus on animation, graphic design, illustration, interaction design, art direction, media production, motion graphics design, and design education, to name just a few. Many of our graduates become freelancers and entrepreneurs, founding their own companies that specialise in one or more of the skills learned through the degree.

Visit our YouTube channel: @Information Design
Support our students: www.patreon.com/informationdesign
Visit our Instagram page: @upinfodesign

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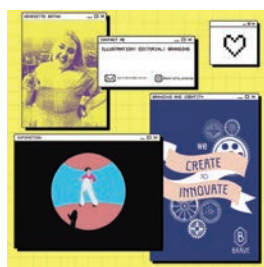YUNIBESITHI YA PRETORIA

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100% OF OUR GRADUATING STUDENTS HAVE BEEN EMPLOYED IN THE LAST THREE YEARS

Examples of student work

Minimum admission requirements

Programme	Minimum requirements for NSC/IEB for 2026	
	Achievement level	
	English Home Language or English First Additional Language	APS
Bachelor of Arts in Information Design [4 years]	5	30

To retain admission, you must obtain an APS of at least 30 in the NSC. In addition to the UP application, it is compulsory for applicants to submit an online portfolio to the Information Design division by 30 June. Those who fail to do this will end up with an incomplete application and will therefore not be considered for the selection process.

Careers: Animators, graphic designers, illustrators, interaction designers, communication designers, art directors, media production managers, design managers, designers of animation and motion graphics, design educators, media designers or freelance designers; typographers for advertising and branding agencies, publishing industries, web design companies, broadcasting and animation studios; in-house design for large companies, state and parastatal organisations, research and educational institutions, public relations and marketing companies, design consultants, printers and production houses or owners of private studios

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Minimum requirements for applicants with a school leaving certificate not issued by Umalusi (South Africa)

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Refer to the International undergraduate prospectus at www.up.ac.za/programmes > Undergraduate > Admission Information or **click here** for more information.
- The closing date for applications for programmes in this faculty is 30 June.
- Meeting the minimum admission requirements does not guarantee admission into a programme.

FACULTY OF HUMANITIES Programmes	Compulsory subjects	GCSE # CIE IGCSE LGCSE BGCSE EGCSE O Level NSSC OL CGCE UCE NECO WAEC WASSCE ZGCE	GCSE # UK England Wales Northern Ireland Pearson Edexcel GCSE	HIGCSE NSSC HL	AS Level GCE CIE NSSC AS	A Level GCE CIE CGCE UACE WAEC ZGCE	IB SL	IB HL	KOMBI ABITUR	KCSE
Bachelor of Arts in Speech-Language Pathology	English Mathematics	C D	4 3	3 3	C D	E E	4 2	3 2	60-69% 50-59%	B C+
Bachelor of Arts in Audiology										
Bachelor of Arts specialising in Philosophy, Politics and Economics	English Mathematics	C C	4 4	3 3	C C	E E	4 4	3 3	60-69% 60-69%	B B
Bachelor of Arts in Fine Arts [4-year programme]	English	C	4	3	C	E	4	3	60-69%	B
Bachelor of Arts in Information Design										
Bachelor of Drama [3-year programme]										
Bachelor of Arts specialising in Law										
Bachelor of Social Work										
Bachelor of Arts										
Bachelor of Arts specialising in Languages										
Bachelor of Political Science specialising in International Studies										
Bachelor of Political Science specialising in Political Studies										
Bachelor of Arts specialising in Visual Studies										
Bachelor of Social Science specialising in Industrial Sociology and Labour Studies										
Bachelor of Social Science in Heritage and Cultural Sciences***										
Bachelor of Music [4-year programme]	English Music*	C D	4 3	3 3	C D	E E	4 2	3 2	60-69% 50-59%	B C+
Bachelor of Music [5-year programme]	English Music**	D D	3 3	3 3	D D	E E	2 2	2 2	50-59% 50-59%	C+ C+
Bachelor of Arts in Fine Arts [5-year programme]	English	D	3	3	D	E	2	2	50-59%	C+
Bachelor of Drama [4-year programme]	English	D	3	3	D	E	2	2	50-59%	C+

Note on GCSE columns: The qualifications in the two columns below will be considered only for conditional admission. If final AS and/or A levels have been completed, these two columns will not apply. It can also not be used for final admission and/or registration.

\# Only English with at least a C symbol on this level can be used for final admission.
* or Grade VII Practical and Grade V Theory (Unisa/Royal Schools/Trinity) or a comparable standard and a practical audition and theoretical test passed with 60%.
** or Grade V Practical and Grade III Theory (Unisa/Royal Schools/Trinity) or a comparable standard and a practical audition and theoretical test passed with 50%.
*** Possible name change to: Bachelor of Social Science specialising in Heritage and Cultural Tourism