



Make today matter

We are confronted with the visual everywhere: on billboards, TV screens and the internet, and in cinemas, magazines, newspapers, fashion, architecture and malls. We do not necessarily see more than previous generations (although there is probably more to see), but our questions about what we see and experience have changed.

Visual Studies as a programme and Visual culture studies as the main subject enable students to explore the various exciting forms of visual images that surround them every day. The aim is to promote critical skills by offering direction in the analysis, interpretation and evaluation of various aspects of visual culture in both a historical and a contemporary context.

The programme deals with theoretical issues, and candidates for this programme do not need artistic talent.



### Who are the ideal candidates?

The ideal candidate is a problem-solver, interested in persuasive communication, and inspired by the visual world that surrounds them. Students who excel in the programme are self-motivated and passionate about interpreting and understanding digital and social media and art, film and advertising.



### Which companies employ our graduates?

Art galleries, brand and marketing agencies, magazine publishers, social media companies



### What makes this programme unique?

The programme is lectured by academics who are nationally and internationally recognised for their contributions to the debates and developments of visual culture, art history, cultural history and digital humanities. Several of the staff are NRF rated professors and have been awarded numerous research grants.

The Bachelor of Arts specialising in Visual Studies programme is internationally recognised, and our graduates have been admitted to postgraduate degrees at Columbia University (USA), New York University (USA), Groningen (the Netherlands), University of Toronto (Canada), London School of Economics (UK), and the University of Potsdam (Germany). *Image & Text* is an online and open-access journal that is edited and published by the visual studies staff. The journal is accredited by the South African Department of Higher Education and Training.



### Structure of programme

#### Core module

The core module component of this programme is Visual culture studies.

#### Elective modules

The elective modules offer a choice between subjects such as anthropology, history, religious studies, drama and film studies, language, heritage and cultural tourism, philosophy, marketing and information science.



‘I’m Errol Karabo Moriri. I graduated from the University of Pretoria with a Bachelor of Arts degree specialising in Visual Studies. I aspire to become a curator who harnesses the transformative power of art. My vision is to use art not only as a medium for healing but also as a potent decolonial tool to uplift and empower the black community.

Growing up, I was always a thriving and creative individual. I chose to study for a Bachelor of Arts degree specialising in Visual Studies by exploring my passions from various electives, and it was love at first sight. Now, I am on the road to a master’s degree. Although there was pressure to pursue popular degrees, after much thought and a few detours, I realised that passion truly leads you to your purpose, and I found my purpose in art.

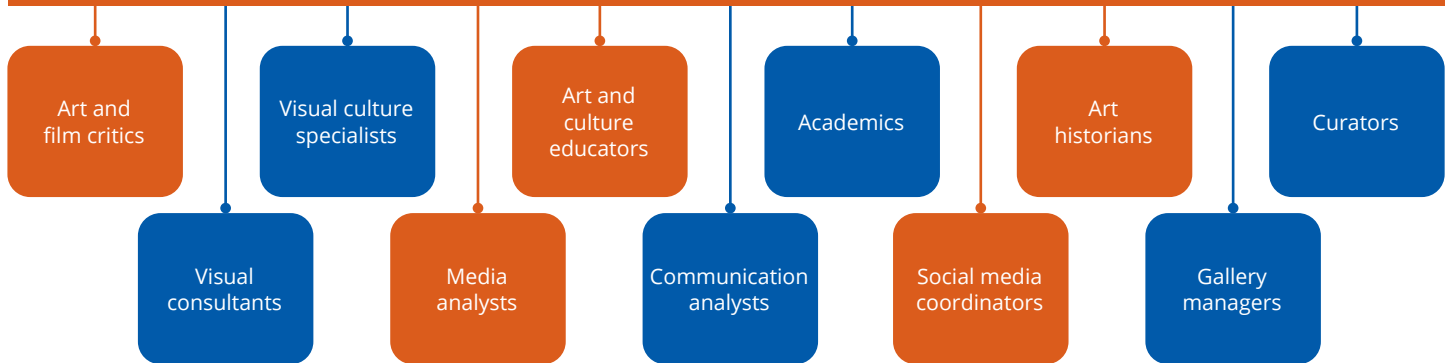
Being connected to my creative self has allowed me to see the world from a unique perspective. It has taught me that the visuals we encounter every day can help us understand human nature and make sense of our social, economic, and political worlds. Art has shown me that perception and perspective play a pivotal role in society, especially as everything evolves around technology in contemporary times. People often overlook how versatile art can be; it offers possibilities from teaching to corporate roles, including venturing into the branding, marketing and advertising industry through electives like BEM.’

**Karabo Moriri** – Bachelor of Arts specialising in Visual Studies



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### What career opportunities exist for graduates?



# 97%

of students pass the  
third year of Bachelor  
of Arts specialising in  
Visual Studies

### Minimum admission requirements

Programme	Minimum requirements for NSC/IEB for 2026	
	Achievement level	APS
	English Home Language or English First Additional Language	
<b>Bachelor of Arts specialising in Visual Studies</b> [3 years]	5	30

To retain admission, you must obtain an APS of at least 30 in the NSC.

**Careers:** Art and film critics, visual culture specialists, art and culture educators, academics, art historians, curators, visual analysts, visual consultants, media and communication analysts, social media coordinators, gallery managers

### Contact information

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Refer to the International undergraduate prospectus at [www.up.ac.za/programmes](http://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	Minimum requirements for 2026									
	Achievement level									
	Compulsory subjects	GCSE #		HIGCSE NSSC HL	AS Level	A Level	IB		KOMBI ABITUR	KCSE
		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.			GCE CIE NSSC AS	GCE CIE CGCE UACE WAEC ZGCE	IB SL	IB HL		
CIE	UK									
		IGCSE LGCSE BGCSE EGCSE  O Level NSSC OL CGCE UCE NECO WAEC WASSCE ZGCE	England Wales Northern Ireland Pearson Edexcel GCSE							
Bachelor of Arts in Speech-Language Pathology	English	C	4	3	C	E	4	3	60-69%	B
Bachelor of Arts in Audiology	Mathematics	D	3	3	D	E	2	2	50-59%	C+
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+

# 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