



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

**JT**  
Junior Tukkies

*Career focus*

*2023 study year*

## Faculty of Humanities

### BA (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 BA (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 is the ideal candidate?

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.



#### Structure of programme

**The core modules consist of two studio practice subjects:**

- information design and imaging and visualisation
- a theory subject, Visual culture studies



#### 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



## 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.

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@Information Design

Support our students  
[www.patreon.com/informationdesign](http://www.patreon.com/informationdesign)

Visit our Instagram page  
@upinfodesign

## Minimum admission requirements for NSC/IEB

### SELECTION PROGRAMME

Programme	Minimum requirements for NSC and IEB for 2023	
	Achievement level	APS
	English Home Language or English First Additional Language	
<b>BA (Information Design)</b> [4 years] Closing date: 30 June	5	30

To retain admission, you must obtain an APS of at least 28 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

## Minimum admission requirements for qualifications other than the NSC/IEB

For qualifications not indicated in the table below, refer to the conversion table in the brochure:

*2023 Undergraduate programme information - Qualifications other than the National Senior Certificate (NSC) and Independent Examination Board (IEB) at [www.up.ac.za/programmes](http://www.up.ac.za/programmes) > Undergraduate > Admission information*

Programme	Minimum requirements for 2023									
	Achievement level									
	Compulsory subjects	IGCSE/ LGCSE/ BGCSE/ SGCSE/ GCSE/ NSSC OL/ O Level = Gr 11 <sup>a</sup>	AS Level	IB SL	IB HL	HIGCSE/ NSSC HL	KOMBI ABITUR	CGCE UCE NECO WAEC ZIMSEC O Level = Gr 11 <sup>a</sup>	CGCE UACE WAEC ZIMSEC A Level	KCSE
BA (Information Design)	English	C	C	4	3	3	60–69%	C	E	B+

# Only English with at least a C-symbol on this level can be used for final admission. All other subject requirements per faculty must be on A Level and/or AS Level for final admission before registration—refer to subject requirements in the table above.

### Contact information

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



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