



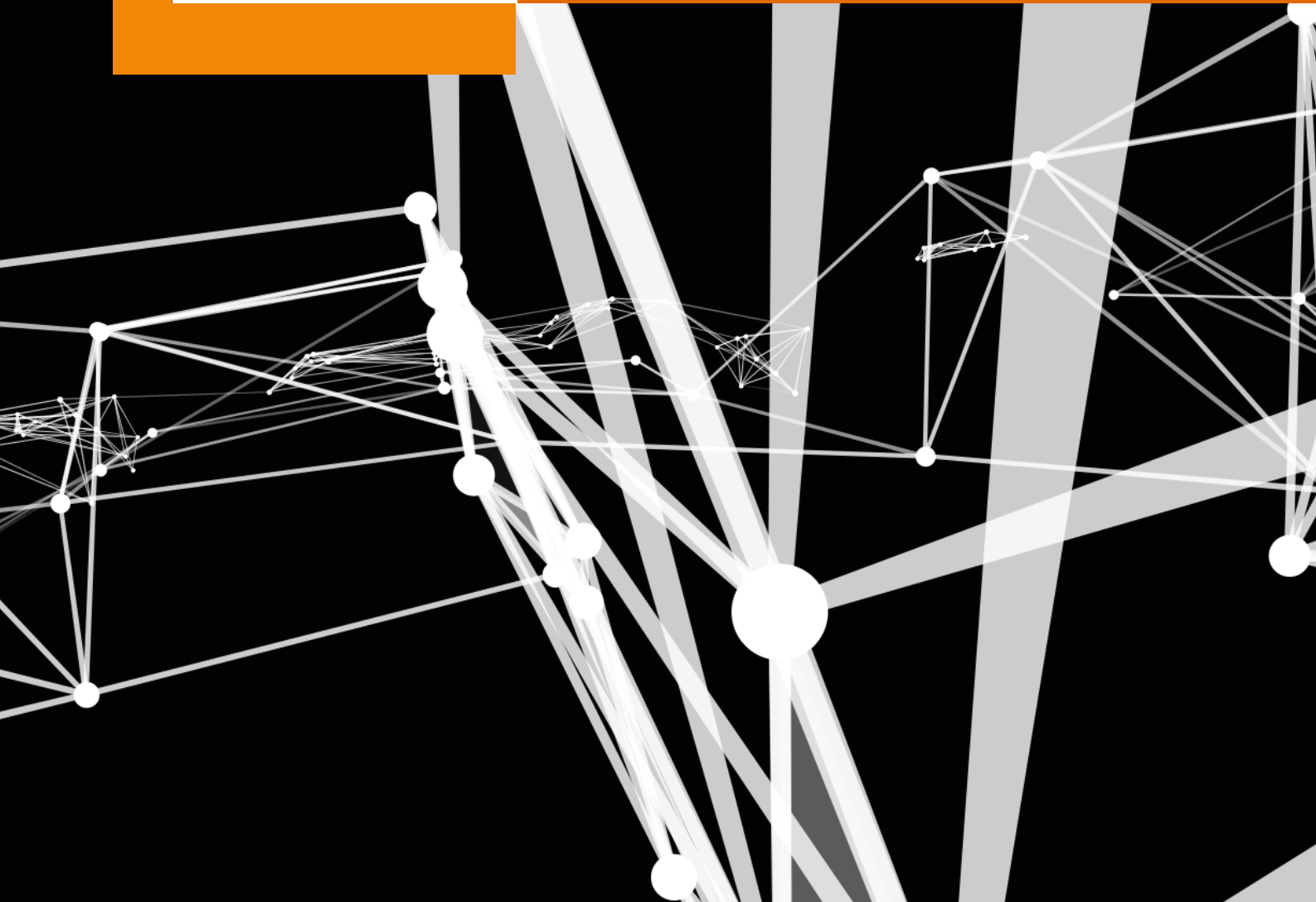
UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

INFORMATION DESIGN (BA ID)

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up.ac.za/visualarts | Facebook: Visual Arts Department



BA INFORMATION DESIGN

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.



DEPARTMENT OF
VISUAL ARTS



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INFORMATION DESIGN (BA ID)

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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

Information Design functions

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 behaviours
- to create entertaining, aesthetically pleasing or intriguing experiences.

Please visit our website www.up.ac.za/visualarts and our Facebook page [Visual Arts Department](#) for more information.

Minimum requirements

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.

Application and selection procedure

Please visit our website www.up.ac.za/visualarts and our Facebook page [Visual Arts Department](#) for all relevant application procedures and submission dates.

Course Structure

The Information Design course is spread across four years of full time study to complete 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	IOW	100
Imaging and Visualisation	ILL	101
Visual Culture Studies	VKK	111 121 123
Academic Literacy	ALL	110 125
Marketing Management	BEM	110

Second Year

Information Design	IOW	200
Imaging and Visualisation	ILL	201
Visual Culture Studies	VKK	211 221 222
Marketing Management	BEM	212 224

Third Year

Information Design	IOW	300
Imaging and Visualisation	ILL	301
Visual Culture Studies	VKK	311 321 322

Fourth Year

Information Design	IOW	400
Visual Communication	VKK	402