

INFORMATION DESIGN (BA ID)

INFORMATION FOR PROSPECTIVE STUDENTS FOR STUDY IN 2022

DIFFERENTIATING FEATURES OF THE BA INFORMATION DESIGN COURSE

- Broad-based course — visual communication design using screen, print-based and ambient media
- Emphasis on problem processing, identification and solving — focus on design thinking
- Guest lecturers who are practicing designers and experts in their fields
- An underpinning of social awareness that encourages responsible citizenship amongst students
- 50:50 Ratio between theoretical and practical projects
- A compulsory 6 week internship during the third and fourth year of study
- Opportunities to engage with industry professionals and network
- Opportunity to pursue postgraduate degrees (MA & PhD); the Information Design course is Honours equivalent
- International acclaim and recognition by design programs and awards schemes

SKILLS LEVEL

FOCUS

1	Beginner: Discovery	Discovery of materials and techniques focused on expression.
2	Intermediate: Focus & concentration	Exploration and application of defined ways and areas of design thinking.
3	Intermediate: Focus & concentration	Exploration and application of defined ways and areas of design thinking.
4	Advanced: Professional Practice	Exploration and application of information design in a variety of practical projects that represent areas of professional practice.

KEY DATES

31 JULY

| UNIVERSITY APPLICATIONS DUE
ONLINE ID APPLICATION FORM DUE
(INCLUDES QUESTIONNAIRE & PORTFOLIO)

JOB/ OCCUPATIONS

Photographer | Typographer | Web & mobile designer | Design lecturer/researcher | Broadcast designer
Animator/motion graphic artist | Advertising designer | Design management consultant
Art/creative director | Illustrator | Finishing artist | Copywriter | Product & packaging designer
Film director/editor | Social/sustainable designer | Branding designer | Information designer
Design visualiser | Design promoter | Editorial designer

AREAS OF FOCUS

- Illustration
- Advertising
- Web & mobile
- Social design
- Branding design
- Broadcast design
- Wayfinding
- Visual journaling
- Characterisation
- Motion graphics
- Interaction design
- Concept design
- Editorial design
- Photography
- Animation
- Info visualisation
- Printing & production
- Packaging design

MAC LAB TRAINING AND EQUIPMENT

- Specialised computer training provided in relevant print, digital and 3D software
- Access to photography and video equipment
- Wacoms/pen tablets available to students
- Computer lab that provides after-hour access to students to complete projects

THEORETICAL FOCUS OF THE COURSE

Visual Culture Studies (VKK) forms a major theoretical component of the course and a research paper is completed in the final year of study with the guidance of a research supervisor.

ESTIMATE OF FEES FOR FIRST YEAR: [2022]: R36 000 - R51 000

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