

# INFORMATION DESIGN (BA ID)

INFORMATION FOR  
PROSPECTIVE STUDENTS  
(2025 INTAKE)

## 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
- Compulsory work experience in the design industry during the third and fourth year of study
- Opportunities to engage with industry professionals and network
- Opportunity to pursue postgraduate degrees (MA & PhD); the final year of Information Design is NQF Level 8 equivalent (Honours equivalent)
- International acclaim and recognition by design programs and awards schemes

### SKILLS LEVEL

### FOCUS

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

### KEY STEPS

**STEP 1** | UP ONLINE APPLICATION DUE BY 30 JUNE

**STEP 2** | ID FORM (INCLUDING PORTFOLIO) DUE BY 30 JUNE

**STEP 3** | INTERVIEW AND SELECTION TEST APPOINTMENT

## JOBS / 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.

## INDICATION OF FEES FOR FIRST YEAR: R41 000 - R52 000 (2024 FEES)

---

**T** (012) 420-2353 or (012) 420-3194

**E** [visualarts.selection@up.ac.za](mailto:visualarts.selection@up.ac.za)

**f** Facebook/Visual-Arts-Department     @upinfodesign     @InformationDesign

**W** <https://www.up.ac.za/visual-arts/article/1951471/ba-information-design-application-and-selection-procedure>

---



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

