

# INFORMATION DESIGN (BA ID)

INFORMATION FOR  
PROSPECTIVE STUDENTS  
**FOR STUDY IN 2021**

## INFORMATION FOR PROSPECTIVE STUDENTS FOR STUDY IN 2021

### 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	<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 DATES

- 30 JUNE | UNIVERSITY APPLICATIONS DUE  
PORTFOLIO & QUESTIONNAIRE SUBMISSION  
MAKE INTERVIEW APPOINTMENT
- JULY | SELECTION INTERVIEWS

## JOBS/ OCCUPATIONS

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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

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- 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

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- 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

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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: [2021]: R38 000 - R47 000

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**v** vimeo.com/upinformationdesign

**@** @upinfodesign **W** www.up.ac.za/visualarts

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