



# University of Pretoria Yearbook 2019

## BA Information Design (01130102)

|                                  |   |
|----------------------------------|---|
| <b>Minimum duration of study</b> | 4 years   |
| <b>Total credits</b>             | 522   |
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### Programme information

This programme qualifies candidates for entry-level positions into the mass communications industries such as graphic design, branding and advertising as well as broadcast design. With a strong social underpinning, the programme incorporates design strategies, design applications and design products in print, ambient and screen-based media and technologies.

Closing date for applications: 30 June annually

### Admission requirements

- The following candidates will be considered for admission:
  1. A candidate who is in possession of a certificate that is deemed by the University to be equivalent to the required Grade 12 certificate with university endorsement; a candidate who is a graduate from another recognised tertiary institution or has been granted the status of a graduate of such an institution; and a candidate who is a graduate of another faculty at the University of Pretoria
  2. Candidates who have completed the National Senior Certificate with admission to degree studies or a certificate of conditional exemption on the basis of a candidate's non-South African ("foreign") qualifications, the so-called "Immigrant" or "Foreign Conditional Exemption". The only condition for the "Foreign Conditional Exemption" that is accepted is: 'completion of the degree course'. The exemption certificate is obtainable from Universities South Africa (USAf). Detailed information is available on the website at [mb.usaf.ac.za](http://mb.usaf.ac.za).
- Candidates who comply with the minimum subject requirements and achievement levels as well as the APS requirements of these programmes will be granted placement in the programmes, subject to the availability of space. The above-mentioned is not applicable to selection programmes.
- To retain admission, learners will be expected to obtain an APS of at least 28 in Grade 12, except BA (Speech-Language Pathology), BA (Audiology) and BSocSci (Philosophy, Politics and Economics). The required APS for these three programmes is 32 in order to retain admission. Prospective students who have already been granted conditional admission in these programmes, but obtained at least an APS of 26 or 27 in Grade 12, will be considered by the Admissions Committee should space be available. The Admissions Committee of the Faculty of Humanities will consider these students once the results of the National Benchmark Test (NBT) are available and depending on the availability of space. The NBT is not applicable to selection programmes. Candidates who apply for selection programmes or BA (Law) are required to meet the minimum admission requirements.
- Applicants who meet the minimum APS requirement, but who do not comply with the subject requirements



must write the NBT.

- The Faculty will assess satisfactory performance in the NBT in the light of its commitment to ensure that an appropriate proportion of the applicants will be drawn from the disadvantaged category of the population.
- Life Orientation is excluded when calculating the APS.
- The language of communication and correspondence is English only.
- For more information, please consult the Faculty yearbook on the UP website.
- **Note:** The A and IB HL levels are not included in the APS Conversion Table. Faculty requirements for admission based on these equivalent international qualifications are a D for the A level and 4 for the IB HL level.
- Non-NSC candidates who have already completed the equivalent of Grade 12, are advised to submit their Exemption certificates obtained from USAf ([www.usaf.ac.za](http://www.usaf.ac.za)) along with their applications.
- Non-NSC candidates who do not have English Language in Grade 12 are advised to write the NBT or submit their SAT results. Please note that English Literature is not considered as a substitute for English language.

### Minimum requirements

#### Achievement level

#### English Home Language or English First Additional Language

#### APS

NSC/IEB AS Level

5 C **30**

Should you be selected, you will be expected to achieve an APS of at least 28 in Grade 12 to retain admission. The NBT is not applicable to this programme.

\* Cambridge A level candidates who obtained at least a D in the required subjects, will be considered for admission. International Baccalaureate (IB) HL candidates who obtained at least a 4 in the required subjects, will be considered for admission.

## Additional requirements

Departmental selection is necessary prior to admission to this programme. Although Art as a Grade 12 subject is not a requirement, a candidate must be able to demonstrate his/her creative potential and commitment to the chosen field of study. Candidates are therefore required to submit a portfolio of work for a merit selection review and, if invited, undergo a series of tests and be interviewed by a selection committee. Contact the coordinator for more information. A student who chooses this programme must work in an appropriate design studio, approved by the coordinator, for at least six weeks during the third and fourth years.

## Other programme-specific information

Students who are deemed NOT to be at risk of their level of academic literacy, are exempted from ALL 110 and ALL 125.

## Promotion to next study year

A student must pass all the core modules to be promoted to the next year of study. The Dean may approve exceptions to these promotion requirements on the recommendation of the head of the department.



## Pass with distinction

The degree is awarded with distinction to a candidate who obtains at least 75% in IOW 400 and VKK 402.



## Curriculum: Year 1

**Minimum credits: 122**

To be promoted to the second year of study all core modules must be passed.

### Fundamental modules

#### Academic information management 101 (AIM 101)

**Module credits** 6.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Economic and Management Sciences  
Faculty of Humanities  
Faculty of Law  
Faculty of Health Sciences  
Faculty of Natural and Agricultural Sciences  
Faculty of Theology and Religion  
Faculty of Veterinary Science

**Prerequisites** No prerequisites.

**Contact time** 2 lectures per week

**Language of tuition** Module is presented in English

**Department** Information Science

**Period of presentation** Semester 1

#### Module content

Find, evaluate, process, manage and present information resources for academic purposes using appropriate technology. Apply effective search strategies in different technological environments. Demonstrate the ethical and fair use of information resources. Integrate 21st-century communications into the management of academic information.

#### Academic literacy 110 (ALL 110)

**Module credits** 6.00

**Service modules** Faculty of Health Sciences  
Faculty of Theology and Religion

**Prerequisites** No prerequisites.

**Contact time** 2 lectures per week

**Language of tuition** Module is presented in English

**Department** Unit for Academic Literacy

**Period of presentation** Semester 1



## Module content

This module intends to equip students to cope more confidently and competently with the reading and understanding of a variety of texts, to apply these skills in a variety of contexts and to follow the conventions of academic writing.

### Academic literacy for Humanities 125 (ALL 125)

|                               |                                |
|-------------------------------|--------------------------------|
| <b>Module credits</b>         | 6.00                           |
| <b>Service modules</b>        | Faculty of Health Sciences     |
| <b>Prerequisites</b>          | No prerequisites.              |
| <b>Contact time</b>           | 2 lectures per week            |
| <b>Language of tuition</b>    | Module is presented in English |
| <b>Department</b>             | Unit for Academic Literacy     |
| <b>Period of presentation</b> | Semester 2                     |

## Module content

This module equips students to understand and use a range of discipline-specific terminology; apply the strategies of critical and comprehensive reading to their own academic literacy; apply the conventions of academic writing to their own writing, using the process approach, to produce intelligible academic texts and use the correct referencing technique as required by the faculty.

### Academic orientation 101 (UPO 101)

|                               |                                |
|-------------------------------|--------------------------------|
| <b>Module credits</b>         | 0.00                           |
| <b>Prerequisites</b>          | No prerequisites.              |
| <b>Language of tuition</b>    | Module is presented in English |
| <b>Department</b>             | Humanities Deans Office        |
| <b>Period of presentation</b> | Year                           |

## Core modules

### Imaging and visualisation (1) 101 (ILL 101)

|                               |  |
|-------------------------------|--|
| <b>Module credits</b>         | 40.00  |
| <b>Prerequisites</b>          | Admission into relevant programme  |
| <b>Contact time</b>           | 2 discussion classes per week, 1 lecture per week, 6 practicals per week |
| <b>Language of tuition</b>    | Module is presented in English   |
| <b>Department</b>             | Visual Arts  |
| <b>Period of presentation</b> | Year   |



## Module content

\*Closed – requires departmental selection

The module develops drawing skills that can be used to visually explore and create images and ideas for visual communication. An understanding of structure, form, space and lighting is developed through perceptual exploration of man-made and organic forms, supported by related theory.

## Information design (1) 100 (IOW 100)

|                               |  |
|-------------------------------|--|
| <b>Module credits</b>         | 40.00  |
| <b>Prerequisites</b>          | Admission into relevant programme  |
| <b>Contact time</b>           | 1 lecture per week, 6 practicals per week, 2 discussion classes per week |
| <b>Language of tuition</b>    | Module is presented in English   |
| <b>Department</b>             | Visual Arts  |
| <b>Period of presentation</b> | Year   |

## Module content

\*Closed – requires departmental selection

Introduction to design as visual form; elements, principles and logic in design; colour and its use as a design tool; analysis, synthesis and application of selected techniques. Introduction to typography: terminology, historical development and basic text forming; typography as direct communication; typography as illustrative entity. Introduction to the design process: originality and conceptual values; research, concept development, visual articulation and design rationales; self-evaluation.

## Visual culture studies 111 (VKK 111)

|                               |  |
|-------------------------------|--|
| <b>Module credits</b>         | 12.00  |
| <b>Service modules</b>        | Faculty of Engineering, Built Environment and Information Technology |
| <b>Prerequisites</b>          | No prerequisites.  |
| <b>Contact time</b>           | 3 lectures per week  |
| <b>Language of tuition</b>    | Module is presented in English                                       |
| <b>Department</b>             | Visual Arts  |
| <b>Period of presentation</b> | Semester 1   |

## Module content

Foundations of visual culture

This module introduces art and visual culture theory using a wide range of texts and ideas. The module gives students wide exposure to visual discourses and includes a variety of visual culture examples e.g. artworks, advertisements. These discourses may include: exploring what visual culture is; modes of analysis; introducing terminology such as ideology and myth; dealing with selected periods from history contextually; introducing cultural icons and themes from popular visual culture.

## Visual culture studies 121 (VKK 121)

|                       |       |
|-----------------------|-------|
| <b>Module credits</b> | 12.00 |
|-----------------------|-------|



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|                               |                                |
|-------------------------------|--------------------------------|
| <b>Prerequisites</b>          | No prerequisites.              |
| <b>Contact time</b>           | 3 lectures per week            |
| <b>Language of tuition</b>    | Module is presented in English |
| <b>Department</b>             | Visual Arts                    |
| <b>Period of presentation</b> | Semester 2                     |

### **Module content**

#### *Images across media: current issues*

This module presents an introduction into the ways in which images appear across media in contemporary visual culture from a specific African perspective within the global. This is done by means of exploring key modes, themes, genres, platforms and visual texts. Among the media and mediums that may be covered are photography, art, graphic design, advertising, film, documentaries, video, digital and social media.



## Curriculum: Year 2

**Minimum credits: 120**

To be promoted to the third year of study all core modules must be passed.

### Core modules

#### Imaging and visualisation (2) 201 (ILL 201)

|                               |  |
|-------------------------------|--|
| <b>Module credits</b>         | 40.00  |
| <b>Prerequisites</b>          | ILL 101  |
| <b>Contact time</b>           | 1 lecture per week, 2 discussion classes per week, 6 practicals per week |
| <b>Language of tuition</b>    | Afrikaans and English are used in one class                              |
| <b>Department</b>             | Visual Arts  |
| <b>Period of presentation</b> | Year   |

#### Module content

\*Closed – requires departmental selection

This module allows development of skills necessary for the conceptualisation, visualization and presentation of ideas and images with different meanings and purposes. Areas explored include interpretation of word and image relationships, visual rhetoric, characterisation, diagramming of information, instructional storyboarding and media experimentation.

#### Information design (2) 200 (IOW 200)

|                               |  |
|-------------------------------|--|
| <b>Module credits</b>         | 40.00  |
| <b>Prerequisites</b>          | IOW 100  |
| <b>Contact time</b>           | 1 lecture per week, 2 discussion classes per week, 6 practicals per week |
| <b>Language of tuition</b>    | Afrikaans and English are used in one class                              |
| <b>Department</b>             | Visual Arts  |
| <b>Period of presentation</b> | Year   |

#### Module content

\*Closed – requires departmental selection

Introduction to digital technology. Typography and layout: typographic expression; layout systems and structures; integration of image and text. Photography in design. Design as visual communication: expressive and utilitarian dimensions; selected techniques and media. Applications and design problem solving in visual identity, packaging, editorial and promotional design.

#### Visual culture studies 211 (VKK 211)

|                        |  |
|------------------------|--|
| <b>Module credits</b>  | 20.00  |
| <b>Service modules</b> | Faculty of Engineering, Built Environment and Information Technology |
| <b>Prerequisites</b>   | No prerequisites.  |





**Contact time** 1 discussion class per week, 2 lectures per week

**Language of tuition** Afrikaans and English are used in one class

**Department** Visual Arts

**Period of presentation** Semester 1

### Module content

Gender, sexuality and visual representation

Introduction to the representation of sex, gender and sexuality in visual culture. Gender theory and terminology related to feminism, masculinity studies and *lgbtq* theory (lesbian, bisexual, gay, transgendered, queer) are unpacked. Themes and issues in gender and identity politics such as the male hero, the nude in late 19th century art, the femme fatale, hysteria, androgyny and transsexuality are dealt with. Sexuality and gender issues across a range of visual cultural such as soaps, sitcoms, artworks, advertisements, fashion, music videos and films are addressed.

## Visual culture studies 221 (VKK 221)

**Module credits** 20.00

**Prerequisites** No prerequisites.

**Contact time** 2 lectures per week, 1 discussion class per week

**Language of tuition** Afrikaans and English are used in one class

**Department** Visual Arts

**Period of presentation** Semester 2

### Module content

Visual (Post)colonialisms

This module investigates aspects of Africanness, Afrocentrism, multiculturalism, transnationalism and the African diaspora and studies a cross section of work including traditional art, tourist art and the hybrid aesthetics of contemporary African art and visual culture. The module also focuses on the ideology of imperialism and colonialism and its influence on art and visual culture from the nineteenth century onwards. The influence of postcolonial thinking on the deconstruction of the ideology of colonialism is highlighted with reference to landscape and memory, the exotic and primitivism in South African visual culture.



## Curriculum: Year 3

**Minimum credits: 160**

To be promoted to the fourth year of study all core modules must be passed.

### Core modules

#### Imaging and visualisation (3) 301 (ILL 301)

|                               |   |
|-------------------------------|---|
| <b>Module credits</b>         | 50.00   |
| <b>Prerequisites</b>          | ILL 201   |
| <b>Contact time</b>           | 2 lectures per week, 4 practicals per week, 2 discussion classes per week |
| <b>Language of tuition</b>    | Afrikaans and English are used in one class                               |
| <b>Department</b>             | Visual Arts   |
| <b>Period of presentation</b> | Year  |

#### Module content

\*Closed – requires departmental selection

This module allows for integration of imaging and visualisation with selected Information Design outcomes. Personal approaches to conceptualisation, critical reflection, autographic style and use of media are developed to visually explore and interpret deeper levels of meaning.

#### Information design (3) 300 (IOW 300)

|                               |   |
|-------------------------------|---|
| <b>Module credits</b>         | 50.00   |
| <b>Prerequisites</b>          | IOW 200   |
| <b>Contact time</b>           | 4 practicals per week, 2 discussion classes per week, 2 lectures per week |
| <b>Language of tuition</b>    | Afrikaans and English are used in one class                               |
| <b>Department</b>             | Visual Arts   |
| <b>Period of presentation</b> | Year  |

#### Module content

\*Closed – requires departmental selection

Computer proficiency and digital technology as design tool and design medium. Production management: technology and production systems for paper and screen-based media. Design as visual communication: content, audience, media and design strategy. Applications and design problem solving in visual identity, packaging, exhibition, editorial, advertising and promotional design. Individualised design research.

#### Visual culture studies 311 (VKK 311)

|                            |  |
|----------------------------|--|
| <b>Module credits</b>      | 30.00  |
| <b>Prerequisites</b>       | No prerequisites.                                |
| <b>Contact time</b>        | 1 discussion class per week, 2 lectures per week |
| <b>Language of tuition</b> | Afrikaans and English are used in one class      |



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**Department** Visual Arts

**Period of presentation** Semester 1

**Module content**

Post/Modernities: Contemporary discourses

This module investigates Modernism and Postmodernism as the dominant aesthetic, discursive and visual paradigms of the 20th and 21st centuries. Key concepts in these discourses and counter-discourses are highlighted and explored, such as the creation of modern subjectivity, the beautiful and the sublime, the avant garde, the metaphysics of presence, originality, authorship, hermeneutics, the “language turn”, différance and the so-called “end of art”. Theorist may include: Kant, Heidegger, Derrida and Foucault.

**Visual culture studies 321 (VKK 321)**

**Module credits** 30.00

**Prerequisites** No prerequisites.

**Contact time** 2 lectures per week, 1 discussion class per week

**Language of tuition** Afrikaans and English are used in one class

**Department** Visual Arts

**Period of presentation** Semester 2

**Module content**

Visual and virtual spaces

Critical decoding of culturally encoded ideas and ideologies embodied in the construction of space, place, and cyberspace in selected Modernist and Postmodernist cultural practices. Topics include spaces of consumption and entertainment such as shopping malls; gender and spatiality; symbolic spaces; surveillance and the architecture of fear. Land art, environmental art and related debates are also addressed. The ways in which real space is virtualised through new technologies; the history and development of virtual reality, virtual communities, the cyborg and cyberpunk, as well as post humanism, are all engaged with specific emphasis on how embodiment and disembodiment are represented visually.



## Curriculum: Final year

Minimum credits: 120

### Core modules

#### Research: Information design (4) 400 (IOW 400)

|                               |  |
|-------------------------------|--|
| <b>Module credits</b>         | 60.00  |
| <b>Prerequisites</b>          | IOW 300  |
| <b>Contact time</b>           | 2 discussion classes per week, 6 practicals per week, 1 lecture per week |
| <b>Language of tuition</b>    | Afrikaans and English are used in one class                              |
| <b>Department</b>             | Visual Arts  |
| <b>Period of presentation</b> | Year   |

#### Module content

\*Closed – requires departmental selection

Processes in design practice: planning strategies; methods for problem solving; design evaluation; communication; business principles and ethics. Integrated application of knowledge and skills through advanced design problem solving. Individualised design research.

#### Design studies 402 (VKK 402)

|                               |   |
|-------------------------------|---|
| <b>Module credits</b>         | 60.00                                       |
| <b>Prerequisites</b>          | IOW 300                                     |
| <b>Contact time</b>           | 2 lectures per week                         |
| <b>Language of tuition</b>    | Afrikaans and English are used in one class |
| <b>Department</b>             | Visual Arts                                 |
| <b>Period of presentation</b> | Year  |

#### Module content

\*Closed – requires departmental selection

This module focuses on the study of the history, theory and criticism of design. It includes the consideration of current design discourses within national and international contexts.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.