BA Information Design

- [University of Pretoria](#)
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- BA Information Design

Design is a dynamic discipline that impacts on people and the world they live in. The successful information designer is a highly qualified person who plays a vital role in creating the contemporary visual, spatial and digital environment. A skilled designer can convey meaningful and powerful messages in a variety of media to diverse people. The BA (Information Design) programme incorporates design strategies and design applications in a range of media. Our students learn to design with their heads, hearts and hands to equip them for local and global communication design careers.

Information design as a discipline:

- establishes visual identities for people, organisations or products;
- visually informs, directs, explains and describes a product and/or organisation;
- persuades people to change their behaviours;
- creates an entertaining, aesthetic or intriguing experience; and
- creates meaningful and socially responsible design systems.

Graduates will leave the programme with confidence and versatility that will enable them to establish themselves in any of the above areas of professional practice. They can expect to be knowledgeable about current professional practice developments and be sensitive to how design can impact society and bring about social change.

This is the only broad-based professional (NQF level 8) design degree of its kind in Africa. It is unique in terms of both its scope and depth and is recognised as such by both the creative industry and design educators.

Students who excel at this programme have an aptitude for both strategic and creative thought. They are very open and conscientious and have a keen interest in communicating with and serving people with integrity

For more information, please consult the Faculty webpage.

Career Opportunities

Animators, graphic designers, illustrators, interaction designers, communication designers, art directors, media production managers, design managers, designers of animation and movement graphics, design educators, media designers, typographers for advertising and branding agencies; publishing industries; web design companies; broadcast and animation studios; in-house design for large companies, state and parastatal organisations, research and educational institutions; public relations and marketing companies; design consultants; printers and production houses or owners of private studios.

Programme Code

01130102

Closing Dates

- **SA** – 30/06/2022
- **Non-SA** – 30/06/2022

Admission Requirements

Important information for all prospective students for 2023

The admission requirements below apply to all who apply for admission to the University of Pretoria with a **National Senior Certificate (NSC) and Independent Examination Board (IEB) qualifications. [Click here](#) for this Faculty Brochure.**

Minimum requirements Achievement level English Home Language or English First Additional Language	APS (Grade 11)	APS (NSC/IEB completed)
5	**30**	**28**

* To retain admission, you must obtain an APS of at least 28 in the NSC.

* In addition to the UP application, it is compulsory for applicants to submit an online portfolio to the

Information Design division by 30 June. Those who fail to do this will end up with an incomplete application and will therefore not be considered for the selection process.

Life Orientation is excluded when calculating the APS.

You will be considered for final admission to degree studies if space allows, and if you have a National Senior Certificate (NSC) or equivalent qualification with admission to bachelor's degree studies, and comply with the minimum subject requirements as well as the APS requirements of your chosen programme.

Applicants with qualifications other than the abovementioned should refer to the Brochure: Undergraduate Programme Information 2023: Qualifications other than the NSC and IEB, available at click here.

International students: Click here.

Transferring students

A transferring student is a student who, at the time of applying at the University of Pretoria (UP) is/was a registered student at another tertiary institution. A transferring student will be considered for admission based on NSC or equivalent qualification and previous academic performance. Students who have been dismissed from other institutions due to poor academic performance will not be considered for admission to UP.

Closing dates: Same as above.

Returning students

A returning student is a student who, at the time of application for a degree programme is/was a registered student at UP, and wants to transfer to another degree at UP. A returning student will be considered for admission based on NSC or equivalent qualification and previous academic performance.

Note:

- Students who have been excluded/dismissed from a faculty due to poor academic performance may be considered for admission to another programme at UP, as per faculty-specific requirements.
- Only ONE transfer between UP faculties and TWO transfers within a faculty will be allowed.
- Admission of returning students will always depend on the faculty concerned and the availability of space in the programmes for which they apply.

Closing date for applications from returning students

Same as above.

Selection Process

The selection process has three steps:

Step 1: Application at UP

UP applications for the year 2023 open on 1 April 2022. You must apply online. The closing date for UP applications for BA (Information Design) is **30 June 2022**.

Step 2: Application at Information Design

The BA (Information Design) degree entails a selection process.

Questionnaire and portfolio submission:

- You will be required to complete a **mandatory ID selection form, which includes the submission of a digital portfolio.** The **deadline** for submission is **30 June 2022.**

Please refer to the **Selection Procedure document** for detailed information on the process and portfolio requirements.

Step 3: Interview video and selection test

Attending the selection interview and test is **dependent on complying with the mandatory requirements outlined in Step 2**. Please note that failure to complete the ID selection form (which includes the portfolio submission) and not making a provisional booking for the interview and selection test by 30 June 2022 will automatically terminate your application.

Minimum duration of study

4 years, full-time

Faculty Notes

The Faculty of Humanities provides a holistic education, transferable skills, critical thinking, and communication and problem-solving that will help you develop to your full potential. You will be entering a stimulating environment that will broaden your intellectual horizons and help you achieve personal and professional success through the best possible learning experience.

As the most diverse Faculty of the University of Pretoria, we offer an exciting and comprehensive range of programmes and discipline-based majors, including studies in languages, social sciences and visual and performing arts.

Enquiries about the programme

[Click Here](#)

How to apply

Note: Also consult General Rules and Information on the Yearbook website for additional information.

Disclaimer: Due to the continuous restructuring of the Faculty and this website, some of the information displayed here may not fully reflect the most recent developments in the Faculty. Any discrepancies that are experienced may be taken up with Student Administration of the Faculty.