

BA Information Design

- [University of Pretoria](#)
- [Study at UP](#)
- *BA Information Design*

Design is a dynamic discipline that impacts 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 conveys meaningful and powerful messages in a variety of media to diverse people. The Bachelor of Arts in 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** – 30/06/2024
 - **Non-SA** – 30/06/2024
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Admission Requirements

Important information for all prospective students for 2025

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

5

**APS
(Grade 11)**

30

**APS
(NSC/IEB
completed)**

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.

Applicants currently in Grade 12 must apply with their final Grade 11 (or equivalent) results.

Applicants who have completed Grade 12 must apply with their final NSC or equivalent qualification results.

Please note that meeting the minimum academic requirements does not guarantee admission.

Successful candidates will be notified once admitted or conditionally admitted.

Applicants should check their application status regularly on the UP Student Portal at [click here](#).

Applicants with qualifications other than the abovementioned should refer to the International undergraduate prospectus 2025: Applicants with a school leaving certificate not issued by Umalusi (South Africa), 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 2025 open on 1 April 2024. You must apply [online](#). The closing date for UP applications for the Bachelor of Arts in Information Design is **30 June 2024**.

Step 2: Application at Information Design

- You will be required to complete an **online ID selection form**, which consists of question sections and a digital portfolio selection. This form is an interactive PDF document that can be completed digitally, using Adobe Acrobat Reader (please ensure that you have the most recent version of [Adobe Acrobat Reader DC](#)).
- The online ID selection form requires you to answer questions about yourself, including education, personal interests and achievements, motivation for study, etc.
- The online ID selection form will facilitate the sharing of your digital portfolio, which comprises 1 x original drawing from observation, 3 x original photographs, and 8 x additional work. The ID Selection Procedure document provides detailed information about the format and content of the portfolio requirements.
- The deadline for submission is 30 June 2024. You are required to submit your completed ID selection form via email to visualarts.selection@up.ac.za. No late applications will be accepted.

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

Step 3: Book an appointment for an Interview and selection test

You must book a provisional appointment for your interview and concept test by 30 June 2024.

Interviews and selection tests will take place between 15-22 July 2024. Please phone (012) 420-2353 to make an appointment for one of these dates (once you have completed Step 2). Kindly note that if you do not finalise your interview and test date by 30 June 2024, you risk the chance of losing an opportunity to continue with the selection process (even if you successfully meet the requirements of the merit selection process).

If you do not hear from us via email by 14 July 2024, you can assume that you qualify for the final round of the selection process, and your booking is automatically confirmed for the interview and selection test.

Minimum duration of study

4 years, full-time

Faculty Notes

Except in cases where modules or programmes require the use of a language other than English, all modules will be presented only in English, which is the University's official language of tuition, communication and correspondence.

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.

- **Disclaimer:** *This publication contains information about regulations and programmes of the University of Pretoria. Amendments to or updating of the information may be effected from time to time without prior notification. The accuracy, correctness or validity of the information contained here is therefore not guaranteed by the University at any given time and is always subject to verification. The user is kindly requested to verify the correctness of the information with the University at all times. Failure to do so will not give rise to any claim or action of any nature against the University by any party whatsoever.*



Enquiries about the programme

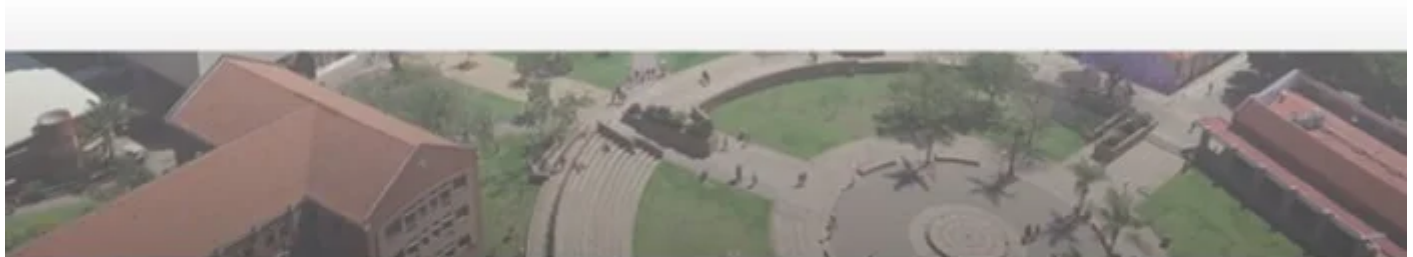
[Click Here](#)



How to apply



Online Application





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.