

# BA Information Design

- [University of Pretoria](#)
- [Study at UP](#)
- 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 careers in the local and global communication design industry.

The functions of information design can be broadly defined in terms of the following intentions:

- Establishing visual identities for people, organisations or products
- Visually informing, directing, explaining, describing and educating
- Persuading people to change their behaviours
- Creating an entertaining, aesthetic or intriguing experience
- Creating meaningful and socially responsible design systems

Information designers execute projects in three types of media: print, ambient and screen-based media. Typical design applications include:

- Corporate identity and branding
- Editorial design and copywriting
- Advertising and promotion
- Design for social development
- Imaging and visualisation
- Broadcast, film and animation
- Information visualisation
- Photography
- Web design
- Social design interventions

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 developments in professional practice and to be sensitive to how design can impact society and bring about social change.

For more information, please consult the Faculty webpage.

- **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.*
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## 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.

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## Programme Code

01130102

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## Closing Dates

- **SA** – 30/06/2020
  - **Non-SA** – 30/06/2020
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## Admission Requirements

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**Please apply as soon as applications open on 1 March.**

- The closing date is an administrative admission guideline.
- Once a non-selection programme is full and has reached the institutional targets, then that programme will be closed for further admissions, irrespective of the closing date. However, if the institutional targets have not been met by the closing date, then that programme will remain open for admissions until the institutional targets are met.
- Life Orientation is excluded when calculating the APS.
- Faculty Yearbooks: [click here](#).

**1. You will be considered for conditional admission, if space allows, and if you:**

- are a Grade 11 applicant, please submit your final Grade 11 examination results, **and** have a National Senior Certificate (NSC) with university endorsement or an equivalent qualification; **OR**
- are transferring from other recognised institutions to the University of Pretoria; **OR**
- are a graduate or have graduate status from another recognised tertiary institution; **OR**
- are a graduate of another Faculty at the University of Pretoria; **AND**
- comply with the minimum subject requirements and achievement levels, as well as the APS requirements of specific programmes.
- If you are an international applicant please apply for *conditional admission* based on your final results equivalent to Grade 11.
- *Final admission* is based on the qualification equivalent to the NSC.

**2. 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 their chosen programme; **OR**
- are a student transferring from another recognised tertiary institution and comply with the programme requirements; **OR**
- have graduate status from another recognised tertiary institution, or are a graduate of another Faculty at the University of Pretoria.
- If you are an international student or are a student with other qualifications equivalent to the NSC (including school qualifications from other countries, eg Spain, New Zealand, etc), you must obtain a *Complete Exemption Certificate* or a *Foreign Conditional Exemption Certificate* based on your international ('foreign') qualifications. Certificates can only be obtained from Universities South Africa (USAf) at [click here](#). In addition, these candidates must meet the relevant programme admission requirements.

**Minimum requirements**

**Achievement level**

**English Home Language or English**

**First Additional Language**

**APS**

NSC/IEB

AS Level

5

C

**30**

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

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## Selection Process

The selection process has two stages:

- Submission of a portfolio of at least 20 recent works, which must be sent to the Department of Visual Arts by 30 June. The Department will then use your APS, your portfolio, your academic merit score and a questionnaire to determine if you are eligible for the final selection process. Please submit your online application on the UP Portal at least two weeks before 30 June.
- The final selection process takes place in July and consists of an interview and selection tests. Detailed information about the selection steps, including the portfolio requirements and the questionnaire, can be obtained at [click here](#).
  - You will be notified by email and/or SMS if you qualify for the final selection process.
  - Approximately 100 applicants are invited to take part in the final selection process and the results are made available by mid-August. The UP online status of applicants will be updated accordingly in September.

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## Duration of study

4 years, full-time.

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## 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.

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## Enquiries about the programme

[Click Here](#)

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## 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.