

University of Pretoria Yearbook 2016

BA Information Design Information Design (01130152)

Duration of study 4 years

Total credits 631

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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

- Candidates who achieved an APS of 30 in Grade 11 and comply with the minimum subject requirements and achievement levels of these study programmes will automatically be granted placement in the study 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. Prospective students who have already been granted provisional admission in these study programmes but obtained at least an APS of 27 in Grade 12 will be considered by the Admission Committee should space be available. The Admission 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 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 historically disadvantaged category of the population.
- Applicants with an APS of 30 but who do not comply with the subject requirements must write the NBT.
- Life Orientation is excluded when calculating the APS.
- An APS of 30 as well as Departmental selection is required for BA Information Design.

Minimum requirements for 2016



Achievement Level				APS
Afrikaans or English				
NSC/IEB	HIGCSE	AS-Level	A-Level	
5	3	C	C	30

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

##Promotion to the second year of study

Pass: IOW 100, ILL 101, VKK 111, 121 and 123.

##Promotion to the third year of study

Pass: IOW 200, VKK 211, 221, 222.

##Promotion to the fourth year of study

Pass: IOW 300, VKK 311, 321 and 322.

##The Dean may approve exceptions to these 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: 118

Fundamental modules

Visual culture studies 111 (VKK 111)

Module credits	12.00
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	No prerequisites.
Contact time	3 lectures per week
Language of tuition	Double Medium
Academic organisation	Visual Arts
Period of presentation	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.

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 Faculty of Veterinary Science
Prerequisites	No prerequisites.
Contact time	2 lectures per week
Language of tuition	Both Afr and Eng
Academic organisation	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 information management 111 (AIM 111)

Module credits 4.00

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

Prerequisites No prerequisites.

Contact time MAMELODI, 2 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Information Science

Period of presentation Semester 1

Module content

Find, evaluate, process, manage and present information resources for academic purposes using appropriate technology.

Academic information management 121 (AIM 121)

Module credits 4.00

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
- Faculty of Veterinary Science

Prerequisites No prerequisites.

Contact time 2 lectures per week, MAMELODI

Language of tuition Both Afr and Eng

Academic organisation Information Science

Period of presentation Semester 2

Module content

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

Prerequisites No prerequisites.

Contact time 2 lectures per week

Language of tuition English

Academic organisation 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)

Module credits 6.00

Service modules Faculty of Health Sciences

Prerequisites No prerequisites.

Contact time 2 lectures per week

Language of tuition English

Academic organisation Unit for Academic Literacy

Period of presentation 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)

Module credits 0.00

Prerequisites No prerequisites.

Language of tuition Double Medium

Academic organisation Humanities Dean's Office

Period of presentation Year

Core modules

Imaging and visualisation (1) 101 (ILL 101)

Module credits 24.00

Prerequisites Admission into relevant programme

Contact time 1 lecture per week, 6 practicals per week, 2 discussion classes per week

Language of tuition Double Medium

Academic organisation Visual Arts

Period of presentation 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)

Module credits 24.00

Prerequisites Admission into relevant programme

Contact time 1 lecture per week, 2 discussion classes per week, 6 practicals per week

Language of tuition Double Medium

Academic organisation Visual Arts

Period of presentation 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 121 (VKK 121)

Module credits 12.00

Prerequisites No prerequisites.

Contact time 3 lectures per week

Language of tuition Double Medium

Academic organisation Visual Arts

Period of presentation 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.

Visual culture studies 123 (VKK 123)

Module credits 12.00

Service modules Faculty of Engineering, Built Environment and Information Technology

Prerequisites No prerequisites.

Contact time 3 lectures per week

Language of tuition Double Medium

Academic organisation Visual Arts

Period of presentation Semester 2

Module content

Images across media: historical perspectives

This module presents a historical overview of the ways in which images have appeared across media in visual culture from a specific African vantage point within the global. This is done by means of exploring key modes, themes and visual texts with the aim of fostering an understanding of how historical events and cultural and ideological trends underpin the visual. Among the topics that may be covered are the progression of graphic and industrial design from the Industrial Revolution, photography, art, fashion, dress, magazines, printed culture and postcards. The module also provides an introduction to research approaches and methods in the field of visual culture.

Curriculum: Year 2

Minimum credits: 172

Core modules

Imaging and visualisation (2) 201 (ILL 201)

Module credits	40.00
Prerequisites	ILL 101
Contact time	1 lecture per week, 2 discussion classes per week, 6 practicals per week
Language of tuition	Double Medium
Academic organisation	Visual Arts
Period of presentation	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)

Module credits	40.00
Prerequisites	IOW 100, VKK 110, VKK 120
Contact time	1 lecture per week, 6 practicals per week, 2 discussion classes per week
Language of tuition	Double Medium
Academic organisation	Visual Arts
Period of presentation	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)

Module credits	20.00
Prerequisites	No prerequisites.
Contact time	2 lectures per week, 1 discussion class per week
Language of tuition	Double Medium

Academic organisation 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 *lbgtq* 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 Double Medium

Academic organisation 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.

Visual culture studies 222 (VKK 222)

Module credits 20.00

Service modules Faculty of Engineering, Built Environment and Information Technology

Prerequisites No prerequisites.

Language of tuition Double Medium

Academic organisation Visual Arts

Period of presentation Semester 1

Module content

New media in visual culture

This module highlights and investigates emerging new media technologies by emphasising and critically analysing the cultural, political, rhetorical and aesthetic possibilities of these tools. New media is considered in terms of archiving, the digitisation and display of visual cultures, branding and dissemination of visual cultures. Theorists may include: McLuhan, Kellner and Manovich.

Curriculum: Year 3

Minimum credits: 190

Core modules

Imaging and visualisation (3) 301 (ILL 301)

Module credits	40.00
Prerequisites	ILL 201
Contact time	2 discussion classes per week, 4 practicals per week, 2 lectures per week
Language of tuition	Double Medium
Academic organisation	Visual Arts
Period of presentation	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)

Module credits	60.00
Prerequisites	IOW 200, VKK 120, VKK 220
Contact time	2 lectures per week, 2 discussion classes per week, 4 practicals per week
Language of tuition	Double Medium
Academic organisation	Visual Arts
Period of presentation	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)

Module credits	30.00
Prerequisites	No prerequisites.
Contact time	1 discussion class per week, 2 lectures per week
Language of tuition	Double Medium
Academic organisation	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 1 discussion class per week, 2 lectures per week

Language of tuition Double Medium

Academic organisation 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.

Visual culture studies 322 (VKK 322)

Module credits 30.00

Prerequisites No prerequisites.

Language of tuition Double Medium

Academic organisation Visual Arts

Period of presentation Semester 2

Module content

Advanced discourses

This module considers an array of visual research methods appropriate to the specific disciplines of fine arts, information design and visual studies. In particular, a key focus is on identifying research topics in the visual arts and providing a suitable method for their investigation and/or analysis. The identified research topic will culminate in an independent research project that may be pursued further in postgraduate studies.

Curriculum: Final year

Minimum credits: 120

Core modules

Information design (4) 400 (IOW 400)

Module credits	60.00
Prerequisites	IOW 300, VKK 310, VKK 320
Contact time	6 practicals per week, 2 discussion classes per week, 1 lecture per week
Language of tuition	Double Medium
Academic organisation	Visual Arts
Period of presentation	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)

Module credits	60.00
Prerequisites	IOW 300
Contact time	2 lectures per week
Language of tuition	Double Medium
Academic organisation	Visual Arts
Period of presentation	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.