



University of Pretoria Yearbook 2018

BA Information Design (01130102)

Minimum duration of study 4 years

Total credits 522

Contact Dr F Cassim fatima.cassim@up.ac.za +27 (0)124205188

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 persons will be considered for admission: 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 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.
- 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 abovementioned is not applicable to selection programmes.
- To retain admission, learners will be expected to obtain an APS of at least 28 in Grade 12.
- Life Orientation is excluded when calculating the APS.

Minimum requirements				
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

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: 134

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

Fundamental modules

Academic information management 101 (AIM 101) - Credits: 6.00

Academic literacy 110 (ALL 110) - Credits: 6.00

Academic literacy for Humanities 125 (ALL 125) - Credits: 6.00

Academic orientation 101 (UPO 101) - Credits: 0.00

Core modules

Imaging and visualisation (1) 101 (ILL 101) - Credits: 40.00

Information design (1) 100 (IOW 100) - Credits: 40.00

Visual culture studies 111 (VKK 111) - Credits: 12.00

Visual culture studies 121 (VKK 121) - Credits: 12.00

Visual culture studies 123 (VKK 123) - Credits: 12.00

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) - Credits: 40.00

Information design (2) 200 (IOW 200) - Credits: 40.00

Visual culture studies 211 (VKK 211) - Credits: 20.00

Visual culture studies 221 (VKK 221) - Credits: 20.00



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) - Credits: 50.00

Information design (3) 300 (IOW 300) - Credits: 50.00

Visual culture studies 311 (VKK 311) - Credits: 30.00

Visual culture studies 321 (VKK 321) - Credits: 30.00

Curriculum: Final year

Minimum credits: 120

Core modules

[Research: Information design \(4\) 400](#) (IOW 400) - Credits: 60.00

[Design studies 402](#) (VKK 402) - Credits: 60.00

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.