



University of Pretoria Yearbook 2019

BA Information Design (01130102)

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| Minimum duration of study | 4 years |
| Total credits | 522 |
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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

- The following candidates will be considered for admission:
 1. 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 recognised 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
 2. Candidates who have completed the National Senior Certificate with admission to degree studies or a certificate of conditional exemption on the basis of a candidate's non-South African ("foreign") qualifications, the so-called "Immigrant" or "Foreign Conditional Exemption". The only condition for the "Foreign Conditional Exemption" that is accepted is: 'completion of the degree course'. The exemption certificate is obtainable from Universities South Africa (USAf). Detailed information is available on the website at mb.usaf.ac.za.
- 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 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, except BA (Speech-Language Pathology), BA (Audiology) and BSocSci (Philosophy, Politics and Economics). The required APS for these three programmes is 32 in order to retain admission. Prospective students who have already been granted conditional admission in these programmes, but obtained at least an APS of 26 or 27 in Grade 12, will be considered by the Admissions Committee should space be available. The Admissions 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 NBT is not applicable to selection programmes. Candidates who apply for selection programmes or BA (Law) are required to meet the minimum admission requirements.
- Applicants who meet the minimum APS requirement, but who do not comply with the subject requirements



must write the NBT.

- 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 disadvantaged category of the population.
- Life Orientation is excluded when calculating the APS.
- The language of communication and correspondence is English only.
- For more information, please consult the Faculty yearbook on the UP website.
- **Note:** The A and IB HL levels are not included in the APS Conversion Table. Faculty requirements for admission based on these equivalent international qualifications are a D for the A level and 4 for the IB HL level.
- Non-NSC candidates who have already completed the equivalent of Grade 12, are advised to submit their Exemption certificates obtained from USAf (www.usaf.ac.za) along with their applications.
- Non-NSC candidates who do not have English Language in Grade 12 are advised to write the NBT or submit their SAT results. Please note that English Literature is not considered as a substitute for English language.

Minimum requirements

Achievement level

English Home Language or English First Additional Language

APS

NSC/IEB AS Level

5 C **30**

Should you be selected, you will be expected to achieve an APS of at least 28 in Grade 12 to retain admission. The NBT is not applicable to this programme.

* Cambridge A level candidates who obtained at least a D in the required subjects, will be considered for admission. International Baccalaureate (IB) HL candidates who obtained at least a 4 in the required subjects, will be considered for admission.

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: 122

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



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 each student to familiarise himself or herself 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.