

# University of Pretoria Yearbook 2022

## BA (Information Design) (01130102)

**Department** School of the Arts

**Minimum duration of study** 4 years

**Total credits** 530

**NQF level** 08

### 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

#### Important information for all prospective students for 2022

- The admission requirements apply to students who apply for admission to the University of Pretoria with a **National Senior Certificate (NSC) and Independent Examination Board (IEB) qualifications**.
- **Applicants with qualifications other than the abovementioned** should refer to:
  - **Brochure:** Undergraduate Programme Information 2022: Qualifications other than the NSC and IEB, available at [click here](#).
- **Citizens from countries other than South Africa (applicants who are not South African citizens)** should also refer to:
  - **Brochure:** Newcomer's Guide 2021, available at [click here](#).
  - **Website:** [click here](#).
- **School of Tomorrow (SOT), Accelerated Christian Education (ACE) and General Education Development Test (GED):** The University of Pretoria no longer accepts qualifications awarded by these institutions.
- **National Certificate (Vocational) (NCV) Level 4:** The University of Pretoria may consider NCV candidates, provided they meet the exemption for bachelor's status criteria and the programme requirements.

#### Transferring students

A transferring student is a student who, at the time of application for a degree programme at the University of Pretoria (UP) –

- is a registered student at another tertiary institution, or was previously registered at another tertiary institution and did not complete the programme enrolled for at that institution, and is not currently enrolled at a tertiary institution, or has completed studies at another tertiary institution, but is not currently enrolled at a tertiary institution, or has started with tertiary studies at UP, then moved to another tertiary institution and wants to be

readmitted at UP.

A transferring student will be considered for admission based on

- an NSC or equivalent qualification with exemption to bachelor's or diploma studies (whichever is applicable); and meeting the minimum faculty-specific subject requirements at NSC or tertiary level; or having completed a higher certificate at a tertiary institution with faculty-specific subjects/modules passed (equal to or more than 50%), as well as complying with faculty rules on admission;
- previous academic performance (must have passed all modules registered for up to the closing date of application ) or as per faculty regulation/promotion requirements;
- a certificate of good conduct.

**Note:** Students who have been dismissed at the previous institution due to poor academic performance, will not be considered for admission to UP.

### **Returning students**

A returning student is a student who, at the time of application for a degree programme -

- is a registered student at UP, and wants to transfer to another degree at UP, or was previously registered at UP and did not complete the programme enrolled for, and did not enrol at another tertiary institution in the meantime (including students who applied for leave of absence), or has completed studies at UP, but is not currently enrolled or was not enrolled at another tertiary institution after graduation.

A returning student will be considered for admission based on

- an NSC or equivalent qualification with exemption to bachelor's or diploma studies (whichever is applicable); and meeting the minimum faculty-specific subject requirements at NSC or tertiary level; or previous academic performance (should have a cumulative weighted average of at least 50% for the programme enrolled for);
- having applied for and was granted leave of absence.

**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. The Admissions Committee may consider such students if they were not dismissed more than twice. Only ONE transfer between UP faculties will be allowed, and a maximum of two (2) transfers within a faculty.

### **Important faculty-specific information on undergraduate programmes for 2022**

- This is a selection programme. The closing date indicates the closure of the application process.
- Life Orientation is excluded when calculating the APS.
- Faculty Yearbooks: [click here](#).
- All modules (excluding foreign language modules) will only be presented in English, as English is the language of tuition, communication and correspondence.

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

- are a Grade 11 applicant (with an APS of 30 or more excluding Life Orientation), 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 applicant from a country other than South Africa, 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 your 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 a citizen from a country other than South Africa 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.

**University of Pretoria website:** [click here](#)

### Minimum requirements

#### Achievement level

#### English Home

Language or English First Additional Language	APS (Grade 11)	APS (NSC/IEB completed)
5	30	28

\* Students are advised to apply at least two weeks before the closing date.

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

## 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: 124**

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

### Fundamental modules

#### Academic information management 111 (AIM 111)

<b>Module credits</b>	4.00
<b>NQF Level</b>	05
<b>Service modules</b>	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 and Religion
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Information Science
<b>Period of presentation</b>	Semester 1

#### Module content

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

#### Academic information management 121 (AIM 121)

<b>Module credits</b>	4.00
<b>NQF Level</b>	05
<b>Service modules</b>	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 and Religion Faculty of Veterinary Science
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week



<b>Language of tuition</b>	Module is presented in English
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<b>Department</b>	Informatics
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<b>Period of presentation</b>	Semester 2
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### 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)

<b>Module credits</b>	6.00
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<b>NQF Level</b>	05
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<b>Service modules</b>	Faculty of Health Sciences Faculty of Theology and Religion
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<b>Prerequisites</b>	No prerequisites.
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<b>Contact time</b>	2 lectures per week
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<b>Language of tuition</b>	Module is presented in English
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<b>Department</b>	Unit for Academic Literacy
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<b>Period of presentation</b>	Semester 1
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### 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)

<b>Module credits</b>	6.00
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<b>NQF Level</b>	05
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<b>Service modules</b>	Faculty of Health Sciences
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<b>Prerequisites</b>	No prerequisites.
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<b>Contact time</b>	2 lectures per week
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<b>Language of tuition</b>	Module is presented in English
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<b>Department</b>	Unit for Academic Literacy
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<b>Period of presentation</b>	Semester 2
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### 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
NQF Level	00
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Department	Humanities Deans Office
Period of presentation	Year

## Core modules

### Imaging and visualisation (1) 101 (ILL 101)

Module credits	40.00
NQF Level	05
Prerequisites	Admission into relevant programme
Contact time	1 lecture per week, 2 discussion classes per week, 6 practicals per week
Language of tuition	Module is presented in English
Department	School of the 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	40.00
NQF Level	05
Prerequisites	Admission into relevant programme
Contact time	1 lecture per week, 2 discussion classes per week, 6 practicals per week
Language of tuition	Module is presented in English
Department	School of the 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 111 (VKK 111)

<b>Module credits</b>	12.00
<b>NQF Level</b>	05
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	School of the Arts
<b>Period of presentation</b>	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.

## Visual culture studies 121 (VKK 121)

<b>Module credits</b>	12.00
<b>NQF Level</b>	05
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	School of the Arts
<b>Period of presentation</b>	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.



## Curriculum: Year 2

**Minimum credits: 126**

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

### Core modules

#### Imaging and visualisation (2) 201 (ILL 201)

<b>Module credits</b>	40.00
<b>NQF Level</b>	06
<b>Prerequisites</b>	ILL 101
<b>Contact time</b>	1 lecture per week, 2 discussion classes per week, 6 practicals per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	School of the Arts
<b>Period of presentation</b>	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)

<b>Module credits</b>	40.00
<b>NQF Level</b>	06
<b>Prerequisites</b>	IOW 100
<b>Contact time</b>	1 lecture per week, 2 discussion classes per week, 6 practicals per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	School of the Arts
<b>Period of presentation</b>	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.

#### Community arts in practice 210 (SOA 210)

<b>Module credits</b>	6.00
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<b>NQF Level</b>	06
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 other contact session per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	School of the Arts
<b>Period of presentation</b>	Year

#### Module content

Programme-specific execution of a community-related project.

### Visual culture studies 211 (VKK 211)

<b>Module credits</b>	20.00
<b>NQF Level</b>	06
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 discussion class per week, 2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	School of the Arts
<b>Period of presentation</b>	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)

<b>Module credits</b>	20.00
<b>NQF Level</b>	06
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 discussion class per week, 2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	School of the Arts
<b>Period of presentation</b>	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.

## 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)

<b>Module credits</b>	50.00
<b>NQF Level</b>	07
<b>Prerequisites</b>	ILL 201
<b>Contact time</b>	2 discussion classes per week, 2 lectures per week, 4 practicals per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	School of the Arts
<b>Period of presentation</b>	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)

<b>Module credits</b>	50.00
<b>NQF Level</b>	07
<b>Prerequisites</b>	IOW 200
<b>Contact time</b>	2 discussion classes per week, 2 lectures per week, 4 practicals per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	School of the Arts
<b>Period of presentation</b>	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)

<b>Module credits</b>	30.00
<b>NQF Level</b>	07

<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 discussion class per week, 2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	School of the Arts
<b>Period of presentation</b>	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)

<b>Module credits</b>	30.00
<b>NQF Level</b>	07
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 discussion class per week, 2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	School of the Arts
<b>Period of presentation</b>	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.

## Curriculum: Final year

Minimum credits: 120

### Core modules

#### Information design 400 (IOW 400)

<b>Module credits</b>	60.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	IOW 300
<b>Contact time</b>	1 lecture per week, 2 discussion classes per week, 6 practicals per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	School of the Arts
<b>Period of presentation</b>	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.

#### Arts research and methodology 400 (SOA 400)

<b>Module credits</b>	40.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	Admission into the programme.
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	School of the Arts
<b>Period of presentation</b>	Year

#### Module content

A research report on an approved topic.

#### Design studies 402 (VKK 402)

<b>Module credits</b>	20.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	IOW 300
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Afrikaans and English are used in one class
<b>Department</b>	School of the 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.

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The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.