

# University of Pretoria Yearbook 2022

## Information design (3) 300 (IOW 300)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Humanities</a>
<b>Module credits</b>	50.00
<b>NQF Level</b>	07
<b>Programmes</b>	<a href="#">BA (Information Design)</a>
<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.

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