



University of Pretoria Yearbook 2016

Information design (1) 100 (IOW 100)

Qualification	Undergraduate
Faculty	Faculty of Humanities
Module credits	24.00
Programmes	BA Information Design Information Design
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.

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.