



University of Pretoria Yearbook 2016

Information design (1) 100 (IOW 100)

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| 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.

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