



University of Pretoria Yearbook 2017

Information design (1) 100 (IOW 100)

Qualification	Undergraduate
Faculty	Faculty of Humanities
Module credits	40.00
Programmes	BA 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	Afrikaans and English is used in one class
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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