

# University of Pretoria Yearbook 2019

## 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, 6 practicals per week, 2 discussion classes per week

**Language of tuition** Module is presented in English

**Department** 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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