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.

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