

University of Pretoria Yearbook 2016

Information design (2) 200 (IOW 200)

Qualification Undergraduate

Faculty [Faculty of Humanities](#)

Module credits 40.00

Programmes [BA Information Design Information Design](#)

Prerequisites IOW 100, VKK 110, VKK 120

Contact time 1 lecture per week, 6 practicals per week, 2 discussion classes per week

Language of tuition Double Medium

Academic organisation Visual Arts

Period of presentation Year

Module content

*Closed – requires departmental selection

Introduction to digital technology. Typography and layout: typographic expression; layout systems and structures; integration of image and text. Photography in design. Design as visual communication: expressive and utilitarian dimensions; selected techniques and media. Applications and design problem solving in visual identity, packaging, editorial and promotional design.

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.