

University of Pretoria Yearbook 2017

Information design (2) 200 (IOW 200)

Qualification Undergraduate

Faculty Faculty of Humanities

Module credits 40.00

Programmes BA Information Design

Prerequisites IOW 100, VKK 110, VKK 120

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 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.

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