

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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