

University of Pretoria Yearbook 2017

Information design (3) 300 (IOW 300)

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| Qualification | Undergraduate |
| Faculty | Faculty of Humanities |
| Module credits | 50.00 |
| Programmes | BA Information Design |
| Prerequisites | IOW 200, VKK 120, VKK 220 |
| Contact time | 2 lectures per week, 2 discussion classes per week, 4 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

Computer proficiency and digital technology as design tool and design medium. Production management: technology and production systems for paper and screen-based media. Design as visual communication: content, audience, media and design strategy. Applications and design problem solving in visual identity, packaging, exhibition, editorial, advertising and promotional design. Individualised design research.

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