



University of Pretoria Yearbook 2017

Information design (3) 300 (IOW 300)

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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