

University of Pretoria Yearbook 2018

Information design (1) 100 (IOW 100)

Qualification Undergraduate

Faculty [Faculty of Humanities](#)

Module credits 40.00

Programmes [BA Information Design](#)

Prerequisites Admission into relevant programme

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

Language of tuition Afrikaans and English are used in one class

Department Visual Arts

Period of presentation Year

Module content

*Closed – requires departmental selection

Introduction to design as visual form; elements, principles and logic in design; colour and its use as a design tool; analysis, synthesis and application of selected techniques. Introduction to typography: terminology, historical development and basic text forming; typography as direct communication; typography as illustrative entity. Introduction to the design process: originality and conceptual values; research, concept development, visual articulation and design rationales; self-evaluation.

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