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 discussion classes per week, 2 lectures per week, 4 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
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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