

# University of Pretoria Yearbook 2019

## Information design (2) 200 (IOW 200)

**Qualification** Undergraduate

**Faculty** [Faculty of Humanities](#)

**Module credits** 40.00

**Programmes** [BA Information Design](#)

**Prerequisites** IOW 100

**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 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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