

# University of Pretoria Yearbook 2019

## Information design (3) 300 (IOW 300)

**Qualification** Undergraduate

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

**Module credits** 50.00

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

**Prerequisites** IOW 200

**Contact time** 4 practicals per week, 2 discussion classes per week, 2 lectures 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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