

University of Pretoria Yearbook 2020

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 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 School of the 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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