

University of Pretoria Yearbook 2021

Information design (3) 300 (IOW 300)

Qualification	Undergraduate
Faculty	Faculty of Humanities
Module credits	50.00
NQF Level	07
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	Module is presented in English
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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