



University of Pretoria Yearbook 2021

Information design (2) 200 (IOW 200)

Qualification	Undergraduate
Faculty	Faculty of Humanities
Module credits	40.00
NQF Level	06
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	Module is presented in English
Department	School of the 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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