



NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY



Presentation: FH Joanneum

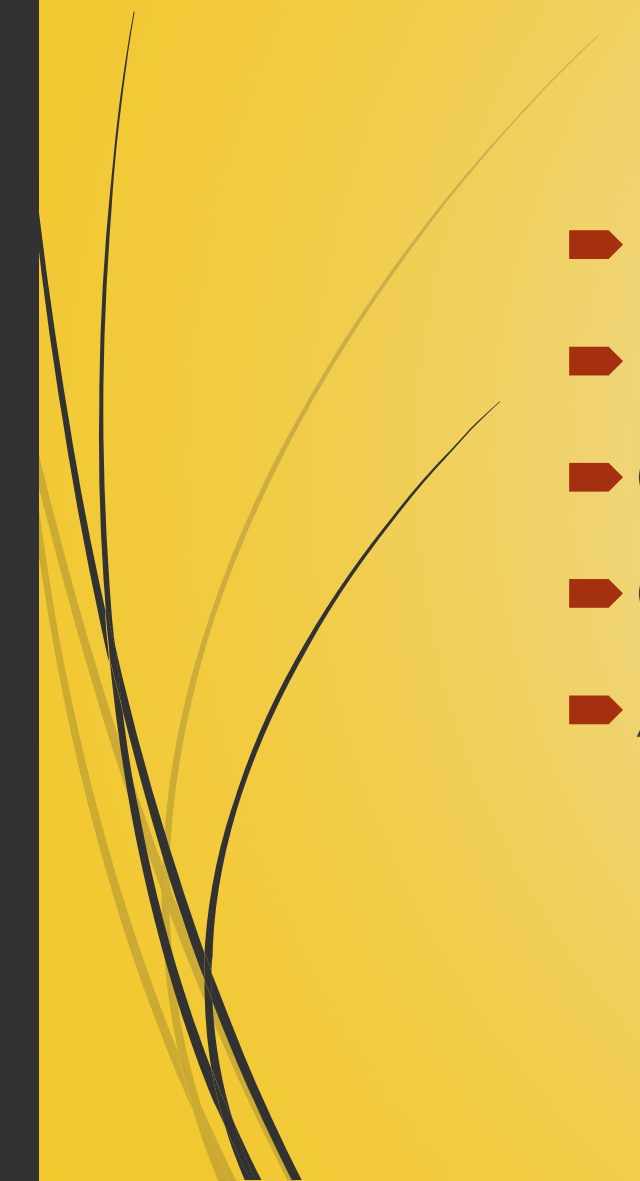
Mag. A. Tjiramanga

Department of Communication

NUST



Overview



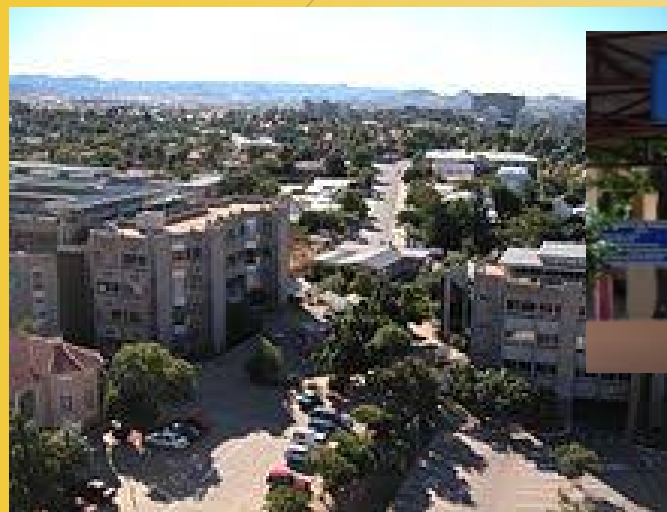
- NUST
- Dept of Communication
- Communication Programme
- CRAP principles
- Activity

Land of contrasts





NAMIBIA UNIVERSITY OF SCIENCE AND TECHNOLOGY



**Namibia
University of
Science and
Technology**





Department of Communication



➤ Communication

- Intercultural Communication
- Digital media
- Communication Theories
- Media production





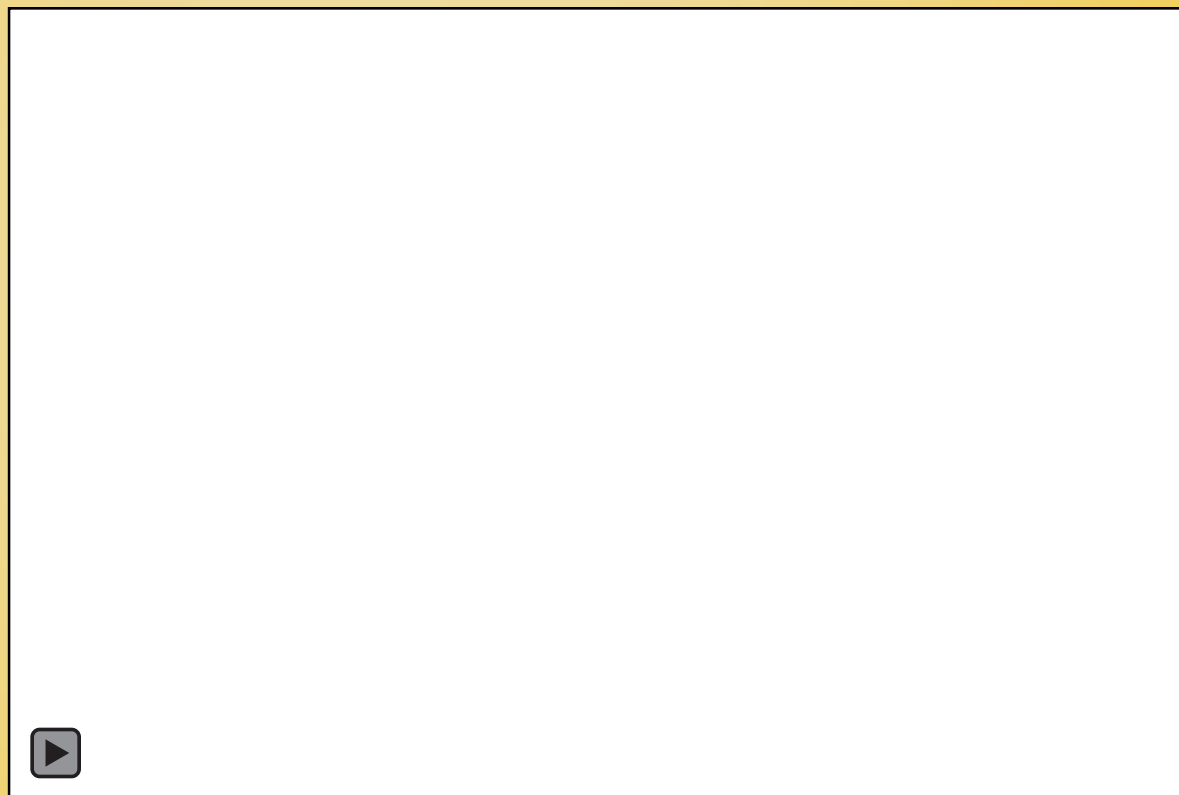


Layout and design

- Why is layout and design important?
 - What is your experience with layout and design?
 - Why should we all follow some guidelines?
- 



Pics of WCO training session & meetings





CRAP design principles



- Why is design important?
- CRAP
- Contrast
- Repetition
- Alignment
- Proximity



Fonts

- Which one is your favourite font? Why?
- What do you use it for?
- Do your readers like it?
- Should we use our favourite fonts at work?

Does font choice matter?

What is the scenario in picture 1 and 2?

How do we choose the right font?





Activity – pair/group work

- A4 paper
 - Topic
 - draft
- 