



COURSE SYLLABUS

Graphic Design and Visual Communication, 15 credits

Grafisk design och visuell kommunikation, 15 högskolepoäng

Course Code:	TG1G17	Education Cycle:	First-cycle level
Confirmed by:	Dean Feb 1, 2017	Disciplinary domain:	Technology (95%) and social sciences (5%)
Valid From:	Aug 1, 2017	Subject group:	TE9
Version:	1	Specialised in:	G1N
Reg number:	JTH 2017/427-313	Main field of study:	Informatics

Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- display knowledge of basic principles and theories of graphic design and typography
- display knowledge of methods and techniques within computer based production of graphic design
- show familiarity with important movements and key figures within the history of graphic design
- show familiarity with different types of workplaces, agencies and professions within the graphic design industry
- show familiarity with important aspects in the creation of brands, logotypes and graphic identities
- show familiarity with relevant copyright laws and the basics of intellectual property within graphic design and visual communication

Skills and abilities

- demonstrate the ability to plan, execute and present media projects with regards taken to target audiences as well as economic, ethical and environmental aspects
- demonstrate the ability to produce print ready digital artwork according to professional standards and a sustainable perspective
- demonstrate the ability to present finished design solutions and to document the design process

Judgement and approach

- demonstrate the ability to analyse and reflect on their own as well as others artwork with regards taken to relevant design principles and typographic concepts
- demonstrate the ability to discuss ideas and sources of inspiration through a scientific perspective
- demonstrate the ability to work in projects within a group as well as individually, and to adjust

the work process according to the specific demands regarding dynamics and structure within each method

Contents

The course gives basic knowledge in graphic design, visual communication, typography and the production of digital artwork. It also gives a basic orientation of the design industry and the history of graphic design.

The course includes the following parts:

- Principles of design and layout
- Typography
- Color theory
- Design history
- Graphic design as a profession
- Visual communication and gestalt principles
- Stylization
- Brands, logotypes and graphic identities
- Print ready digital artwork
- Magazine design
- Presentation skills
- Group dynamics
- Copyright and intellectual property

Type of instruction

Lectures, workshops, laboratory works, assignments and project work.

The teaching is conducted in English.

Prerequisites

General entry requirements and Mathematics 2a or 2b or 2c and English 6. Or: Mathematics B and English B (or the equivalent).

Examination and grades

The course is graded 5,4,3 or Fail.

The final grade for the course is based upon a balanced set of assessments.

The final grade will only be issued after satisfactory completion of all assessments.

Registration of examination:

Name of the Test	Value	Grading
Written examination	5 credits	5/4/3/U
Project work	5 credits	5/4/3/U
Assignments	5 credits	5/4/3/U

Course literature

Literature determines one month before the course starts.

Title: Graphic Design School
Author: David Dabner
Publisher: Thames Hudson Ltd.
ISBN: 9780500291436

Title: Thinking with Type
Author: Ellen Lupton
Publisher: Princeton Architectural Press
ISBN: 9781568989693

Title: Universal Principles of Design
Author: Lidwell, Holden och Butler
Publisher: Rockport Publishers Inc.
ISBN: 9781592535873