



## COURSE SYLLABUS

# Graphic Design and Visual Communication, 15 credits

*Grafisk design och visuell kommunikation, 15 högskolepoäng*

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

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### 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