COURSE SYLLABUS
Fundamentals of Graphic Design, 7.5 credits

Grundläggande grafisk design, 7,5 högskolepoäng

Course Code:	TGGG11	**Education Cycle:**	First-cycle level
Confirmed by:	Dean Mar 1, 2021	**Disciplinary domain:**	Technology
Revised by:	Director of Education Jun 1, 2024		
Valid From:	Aug 1, 2024	**Subject group:**	TE9
Version:	2	**Specialised in:**	G1N

Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding
- display knowledge of the basic principles of composition and colours theory
- display knowledge of typographic terms and best practises
- display knowledge of methods, techniques and software 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 visual identities

Skills and abilities
- demonstrate the ability to produce layout and design according to basic typographic rules
- demonstrate the ability to produce and present finished design solutions according to the standards of the graphic design industry.

Contents

The course gives basic knowledge in graphic design, 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 graphic design and layout
- Typography
- Colour theory
- Composition and gestalt principles
- Design history
- Graphic design as a profession

- Brands, logotypes and visual identities
- Pitch and presentation skills
- Print ready digital artwork
- Lab sessions using software for digital artwork production

Type of instruction

Lectures, workshops, tutorials and assignments.

The teaching is conducted in English.

Prerequisites

General entry requirements and Matematics 2a or 2b or 2c or Matematics B. Proof of English proficiency is required (or the equivalent).

Examination and grades

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

The final grade for the course is based on 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	2.5 credits	5/4/3/U
Assignments	5 credits	5/4/3/U

Course literature

Literature
The litterature list for the course will be provided 8 weeks before the course starts.

Title: Graphic Design School, 8th edn. (2023)
Author: Dabner, D., Stewart, S., and Vickress A.
Publisher: Thames Hudson Ltd.
ISBN: 9780500297421

Title: Thinking with Type, 3rd edn. (2024)
Author: Lupton, E.
Publisher: Chronicle Books
ISBN: 9781797226828