



Course syllabus

Faculty Board of Humanities and Social Sciences
School of Cultural Sciences

1DD100 Form och design I, 30 högskolepoäng
Form and Design I, 30 credits

Main field of study

Design

Subject Group

Design

Level of classification

First Level

Progression

GIN

Date of Ratification

Approved by the Board of the School of Cultural Sciences 2009-12-02

Revised 2011-04-12. Added English translation.

The course syllabus is valid from autumn semester 2011

Prerequisites

General entry requirements.

Expected learning outcomes

Module 1 Visual thinking - sketching techniques, 7.5 credits

After completing the course, the student should be able to:

- describe the design process and its general components
- present a sketch and the role of visual thinking in a design process
- reflect on the personal production and other people's design processes.

Module 2 Visual communication - design, 7.5 credits

After completing the course, the student should be able to:

- demonstrate elementary communication theory knowledge
- interpret and analyse visual expressions
- produce individual visualisations and presentations from a communicative approach.

Module 3 Colour and form, 12 credits

After completing the course, the student should be able to:

- demonstrate elementary knowledge about colour- and form theory, in practice

- and in theory
- implement and visualise various art- and design solutions in colour and form.

****Module 4 Design History, 3 credits***

After completing the course, the student should be able to:

- present general knowledge about design historical traits from industrial times to present day.

Content

The course includes four modules.

Module 1 Visual Thinking - Sketching Techniques 7.5 credits

The course includes the following elements:

- general traits of the design process
- visual thinking
- visual perception
- sketching techniques
- formation of graphic ideas.

Module 2 Visual Communication - Design 7.5 credits

The course includes the following elements:

- general communication theory
- interpreting and analysing visual expressions
- visualisation
- communicative creativity.

Module 3 Colour and Form 12 credits

The course includes the following elements:

- colouring theory and three dimensional form theory
- two- and three dimensional creative work.

Module 4 Design History 3 credits

The course includes the following element:

- design history.

Type of Instruction

The course utilises a creative reflective work method, in which theory and practice, artistic sensibility and technical skills coincide. Teaching may be in the form of lectures, seminars, assignments and laboratory work, individually and in groups. All elements of the course are obligatory.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

In order to pass the course, students need to meet the expected learning outcomes. In order to pass the course with distinction the following criteria are specified in the study

guide: craftsmanship, perception, reflection, work method and complexity. Examination occurs through obligatory group presentations and seminars, home assignments and an individually produced course portfolio, a so called workbook. A resit for some of the elements of the course may only be offered in connection to regular classes. For other elements a resit is offered within six weeks (within the framework of regular terms) and the number of resits is limited to five (in accordance with the Higher Education Ordinance 6 chap. 21§).

Course Evaluation

When the course has finished, an evaluation is compiled. The results are reported back to students and then archived according to the rules of the School.

Other

Students are required to pay for any additional expenses in connection to assignments etc.

Required Reading and Additional Study Material

List of references Module 1 - Visual Thinking - Sketching Techniques 7.5 hec

Obligatory literature

Berefellt, G. (1992). *ABSe*. Stockholm: Stockholms Universitet. 33 p.

Gärdenfors, P. (2003). *Fängslande Information*. Stockholm: Natur och Kultur. 25 p.

Heskett, J. (2006). *Design - en introduktion*. Stockholm: Raster Förlag. 110 p.

Mollerup, P. (1997). *Design att leva med*. Stockholm: Carlssons Bokförlag. 131 p.

Compendium.

Reference literature

Birgestam, P. (2000). *Skapande Handling*. Lund: Studentlitteratur.

Gedenryd, H. (1998). *How Designers work*. Lund: Lund University Cognitive Studies.

McKim, R. (1980). *Experiences in visual thinking*. California: PWS Publishing Company.

Rosell, G. (1990). *Anteckningar om Designprocessen*. Stockholm: KTH.

List of references Module 2 - Visual Communication - Design 7.5 hec

Obligatory literature

Fiske, J. (1990). *Kommunikationsteorier*. Stockholm: Wahlström & Widstrand. 30 p.

Hansson, H. m fl. (2006). *Seendets Språk*. Lund: Studentlitteratur. 30 p.

Heskett, J. (2006). *Design - en introduktion*. Stockholm: Raster Förlag. 100 p.

Compendium.

Reference literature

Bergström, B. (2001). *Effektiv visuell kommunikation*. Stockholm: Carlssons Förlag.

Monö, R. (1997). *Design for Product Understanding*. Stockholm: Liber.

List of references Module 3 - Colour and Form 12 hec

Obligatory literature

Nilsson, KG. (1999). *Färglära*. Stockholm: Carlssons Bokförlag. 140 p.

Strömquist, M. (1996). *Formspel*. Stockholm: Liber Utbildning AB. 98 p.

Reference literature

Klarén, U. (2000). *Vad Färg Är*. Stockholm: HLS.

List of references Module 4 - Design History 3 hec

Obligatory literature

Vihma, S. (2005). *Designhistoria - en introduktion*. Stockholm: Raster Förlag. 217 p.

Reference literature

Wickman, K. ed. (1997). *Form Genom Tiden*. Stockholm: Tidskriften Svensk Form.