



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

G1N

Date of Ratification

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

Revised 2012-06-05

The course syllabus is valid from autumn semester 2012

Prerequisites

NO VALUE DEFINED

Objectives

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

- present and problemise the general traits of the design process in theory and practice;
- utilise sketching and visual thinking in the personal design process;
- discuss and problemise design from a communicative perspective in theory and practice;
- present colouring- and form theoretical bases and implement this in visual creativity;
- describe the general traits of design history from industrialism to the present.

Module 1. Visual Thinking - Sketching Techniques, 7.5 credits

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

- present the concept of design and the general traits of the design process;
- present sketching and the role of visual thinking in the design process;
- utilise sketching and visual thinking in the personal design process;
- reflect on your personal design process.

Module 2. Visual Communication - Design, 7.5 credits

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

- present elementary communication theory knowledge;
- understand and utilise elementary semiotic concepts;
- interpret and analyse visual expressions, two- as well as three dimensional;
- communicate and transmit messages and ideas through images and words.

Module 3. Colour and Form, 12 credits

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

- present elementary colouring and form systems;
- define visual parts and problemise the same in theory and practice;
- implement and visualise various images and design solutions through colour and form.

Module 4. Design History, 3 credits

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

- present general design history characteristics from industrialism to the present.

Content

The course includes four modules.

Module 1 Visual Thinking - Sketching Techniques 7.5 credits

The module includes the following elements:

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

Module 2 Visual Communication - Design 7.5 credits

The module includes the following elements:

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

Module 3 Colour and Form 12 credits

The module includes the following elements:

- colouring- and form systems
- composition theory
- two- and three dimensional creative work

Module 4 Design History 3 credits

The module includes the following element:

- design history

All teaching elements are obligatory.

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.

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 credits

Berefelt, G. (1992). *ABSe*. Stockholm: Stockholms Universitet. ISBN 91-40-04233-2, 33 p.

Gärdenfors, P. (2003). *Fängslande Information*. Stockholm: Natur och Kultur. ISBN 9127096742, 25 p.

Heskett, J. (2006). *Design en introduktion*. Stockholm: Raster Förlag. ISBN: 9187215721, 110 p.

Mollerup, P. (1997). *Design att leva med*. Stockholm: Carlssons Bokförlag. ISBN 9789172031012, 135 p.

Compendium, 30 p.

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 credits

Hansson, H. et al. (2006). *Seendets Språk*. Lund: Studentlitteratur. ISBN 9789144042947, 30 p.

Heskett, J. (2006). *Design en introduktion*. Stockholm: Raster Förlag. ISBN: 9187215721, 100 p.

Compendium, 55 p.

Reference literature

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

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

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

List of references Module 3 - Colour and Form 12 credits

Nilsson, KG. (1999). *Färglära*. Stockholm: Carlssons Bokförlag. ISBN 9172035978, 140 p.

Strömquist, M. (1996). *Formspel*. Stockholm: Liber Utbildning AB. ISBN 91-634-1488-0, 98 p.

Compendium, 25 p.

Reference literature

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

List of references Module 4 - Design History 3 credits

Vihma, S. (2005). *Designhistoria en introduktion*. Stockholm: Raster Förlag. ISBN 9789187215377, 217 p.

Reference literature

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