



Course syllabus

Faculty of Arts and Humanities

Department of Design

1DI213 Komposition och typografi, 5 högskolepoäng

1DI213 Composition and typography, 5 credits

Main field of study

Design

Subject Group

Design

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by Faculty of Arts and Humanities 2014-04-28

The course syllabus is valid from autumn semester 2014

Prerequisites

General entry requirements and English B (Field-specific entry requirements 2/A2).

Objectives

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

- in writing account for and use basic principles in graphic design,
- independently design a well-functioning message with the aid of graphic design and typography,
- demonstrate basic knowledge about typeface and its classification and fields of application,
- critically review, reflect on and analyse their own and others' choices and procedures in their working processes, concerning receivers, target groups and senders,
- in detail document and reflect on their working process on the basis of the five dimensions of the workbook method (production, perception, reflection, method of working, complexity).

Content

- Basic rules and principles in composition and layout

- Basic rules in and classification and history of typography
- Gestalt and colour theory
- Concepts related to layout and typography
- Laboratory sessions – both individually and in groups

Type of Instruction

Teaching is in the form of lectures, workshops, laboratory sessions and seminars.

Examination

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

Examination is in the form of oral presentations of projects, assignments and the student's own reflections, and written and visual documentation of results and working process in a workbook.

In order to receive the grade of Pass, the intended objectives must be achieved.

Course Evaluation

At the end of the course, a written course evaluation is conducted and compiled into a course report, which is filed with the department's administrator and brought up in the Programme Advisory Board. Results and possible measures are communicated to the person responsible for the course and the person responsible for the programme and presented to the students at the next course meeting.

Required Reading and Additional Study Material

Required Reading

Bergström, Bo (2012) *Effektiv visuell kommunikation : om nyheter, reklam och profilering i vår vår visuella kultur*, Carlssons. ISBN: 9789173315074. 319 p.

Hellmark, Christer (2004) *Typografisk handbok*, Ordfront Förlag. ISBN: 9789170370885. 187 p.

Lupton, Ellen & Cole Philips, Jennifer (2008) *Graphic Design – The New Basics*, Princeton Architectural Press. ISBN: 9781568987026. 248 p.

Reference Literature

Ambrose, Gavin & Harris Paul (2011) *Basic Design 02: Layout*, AVA Publishing SA. ISBN: 9782940411498. 216 p.

Heller, Steven & Talarico, Lita (2011) *Typography Sketchbooks*, Thames & Hudson. ISBN: 9780500289686. 368 p.

Noble, Ian & Bestley, Rusell (2011) *Visual Research 2nd edition*, Ava Publishing. ISBN: 9782940411603. 224 p.