



Course syllabus

Faculty Board of Business, Economics and Design

School of Design

1DI222 Grafisk design och visuell kommunikation, 15
högskolepoäng

1DI222 Graphic Design and Visual Communication, 15 credits

Main field of study

Design

Subject Group

Design

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2009-11-19

Revised 2011-06-14 by School of Design.

The course syllabus is valid from autumn semester 2011

Prerequisites

30 credits in Design, or the equivalent

Objectives

After completing the course students are expected to have acquired deepened knowledge of what graphic design and communication may entail within different areas of application and to be able to apply this knowledge from an artistic approach. Students are also expected to have developed such study skills as to enable them to distinguish, formulate, problematize and ask relevant questions about graphic design linked to the experience of the user/viewer. Further, students are expected to have developed such study skills as required for searching for and evaluating knowledge from a basic scientific and artistic level.

Knowledge and Understanding

Students are expected to be able to

- form graphic design ideas and concepts with a communicative approach
- reflect on graphic design in relation to the user's/viewer's experience and needs, and

- understand the importance for the result of different graphic production techniques and processes

Ability and Skills

Students are expected to be able to

- apply graphic design within different areas with a communicative approach
- present graphic design concepts and ideas for different areas of application
- choose and implement different graphic solutions for different contexts
- realize, visualize and communicate from an artistic approach.

Evaluation and Attitude

Student are expected to be able to

- critically examine the choice of graphic design in relation to different contexts and approaches, and
- critically examine graphic design from an artistic approach.

Content

The course consists of three modules containing deepened knowledge of graphic design.

Type of Instruction

The teaching consists of lectures, workshops and assignments. Attendance is mandatory in scheduled course elements.

Examination

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

For the Pass grade the expected study outcome must be fulfilled.

The examination takes the form of workbook presentations and documentation.

Re-examination is offered within six weeks in the framework of regular term periods. The number of examination opportunities is limited to five.

Course Evaluation

Towards the end of the course a course evaluation is conducted in accordance with the Linnaeus University guidelines. The evaluation result is compiled in a course report, which is kept with the administrator of the School of Design and is discussed in the programme advisory committee. The result of the evaluation and any measures taken are communicated to the course coordinator and presented to students on the next course occasion.

Required Reading and Additional Study Material

Mandatory literature

Barnard, Malcolm (2001) *Approaches to Understanding Visual Culture*. Palgrave. ISBN 0 333 77288 1

Bergström, Bo (Latest edition) *Effektiv visuell kommunikation*. Carlssons.

Fawcett-Tang, Roger (2007) *New Typographic Design*. Laurence King Publishing. ISBN 9780300117752

Gripsrud, Jostein (Latest edition) *Mediekultur, mediesamhälle*. Bokförlaget Daidalos.

Heller, Steven & Illic, Mirko (2004) *Handwritten*. Thames & Hudson.

ISBN 9780500285954

Hellmark, Christer (2004) *Typografisk handbok*. Ordfront. ISBN 91-703-7088-5

Heskett, Johan (2004) *Design - en introduktion*. Raster förlag.
ISBN 9 789 187 215 728
Holger, Lena & Holmberg, Ingalill (2002) *Identitet* Raster Förlag ISBN:
9789187215193
Hollis, H. (1994) *Graphic Design – A Concise History*. Thames Hudson.
ISBN 0 500 20270 2
Koblanck, Henriette (2003) *Typografi, bild och grafisk design*. Bonniers.
ISBN 91 622 5974 -1
Noble, Ian & Bestley, Rusell (2005) *Visual Research*. Ava Publishing.
ISBN 97 829 4037 3208

Articles

Compendiums

The list may be subject to changes.