



## Course syllabus

Faculty of Arts and Humanities

Department of Design

1DI801 Grafisk design och typografi I, 7,5 högskolepoäng

Graphic Design and Typography I, 7.5 credits

### **Main field of study**

Design

### **Subject Group**

Design

### **Level of classification**

First Level

### **Progression**

G1N

### **Date of Ratification**

Approved 2014-12-01

Revised 2016-10-26 by Faculty of Arts and Humanities.

The course syllabus is valid from autumn semester 2017

### **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 different typefaces and their classification and fields of application,
- practically apply basic principles within graphic design and typography,
- independently design a well-functioning message using graphic design and typography,
- in writing reflect on the impact of graphic design and typography in today's society and in the future.

## Content

- Basic rules and principles in composition and layout
- Basic rules in typography and classification and the history of typefaces
- Gestalt and colour theory
- Concepts related to layout and typography

## Type of Instruction

Teaching is delivered in the form of lectures, exercises and supervision All teaching is web-based.

## Examination

## **EXAMINATION**

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through a digital project book containing written assignments and reflections on processes and results.

The grade A is the highest grade and the grade E is the lowest grade for passing the course. The grade F means that the student's performance is assessed as failed.

## **Course Evaluation**

At the end of the course, a course evaluation is conducted in line with regulations at Linnaeus University. The results of the evaluation are 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.

## **Credit Overlap**

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: 1DI213, 5 credits

## **Other**

Assessment criteria for the A–F scale are communicated to the students in a separate document. The students are informed about the assessment criteria when the course starts, at the latest. Any costs for material, printouts and software are paid by the student. It is the student's responsibility to purchase adequate software for the course.

## **Required Reading and Additional Study Material**

### **Required Reading**

French, Nigel (2014) *InDesign Type – Professional Typography with Adobe InDesign*. Adobe Press, US. ISBN: 9780321966957. 100 p.

Lupton, Ellen & Cole Philips, Jennifer (2008) *Graphic Design – The New Basics*. Princeton Architectural Press. ISBN: 9781568987026. 150 p.

Compendia with relevant extracts from literature and articles, ca 90 pages.

### **Additional Study Material**

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