



## Course syllabus

Faculty of Arts and Humanities  
Department of Design

1DI811 Grafisk design och typografi I, 15 högskolepoäng  
Graphic Design and Typography I, 15 credits

### **Main field of study**

Design

### **Subject Group**

Design

### **Level of classification**

First Level

### **Progression**

GIN

### **Date of Ratification**

Approved 2019-10-02

Revised 2021-06-10 by Faculty of Arts and Humanities. Revision of required reading.  
The course syllabus is valid from autumn semester 2021

### **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 the structure, classification and possible fields of application of typefaces,
- practically apply basic principles within graphic design and typography,
- critically reflect on their own and others' practical projects, on the basis of rules and traditions in graphic design.

## Content

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

## Type of Instruction

The teaching is distance-based and carried out through an online learning platform. No physical meetings are included.

## Examination

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

The course is examined through a *digital project book* including the student's design process and results of practical assignments, a reflection of the design process, and a written assignment. In order to receive the grade of Pass, the student must achieve the objectives. Grading criteria for the grade of Pass with Distinction will be specified when the course starts.

If the university has decided that a student has the right to special educational support due to a disability, the examiner may offer an adapted test or allow the student to conduct the test in an alternative form. For students who do not pass their first examinations, retake examinations are provided in accordance with Local regulations for courses and examinations at the first and second levels at Linnaeus University.

### Course Evaluation

At the end of the course, a course evaluation is conducted. Results and analysis of the course evaluation are communicated to the students who have taken the course. Students who are taking the course when it is offered the next time are informed of the results at the start of the course. The evaluation is anonymous.

### Other

Any costs for software, material, printouts, etc. are paid by the student.

### Required Reading and Additional Study Material

#### Required Reading

Ambrose, Gavin & Harris, Paul (2019) *The Fundamentals of Typography*, Bloomsbury Visual Arts, ISBN 9781350116948. 180 pages

Luna, Paul (2018) *Typography: A Very Short Introduction*. Oxford University Press. ISBN: 9780199211296. 150 p.

Lupton, Ellen & Cole Philips, Jennifer (2015) *Graphic Design – The New Basics*. Princeton Architectural Press. ISBN: 9781616893323. 200 p.

Sherin, Aaris (2017) *Introduction to Graphic Design: A Guide to Thinking, Process & Style*. Bloomsbury Visual Arts. ISBN: 9781472589293. 180 p.

*Compendia with relevant extracts from literature, articles and lectures provided by the department at the online learning platform, ca 30 p.*

#### Additional Study Material

Ambrose, Gavin & Harris Paul (2011) *Basic Design 02: Layout*, AVA Publishing SA. ISBN: 9782940411498. 200 p.

Amkil, Harald (2013) *Colours in the visual world*. Aalto University. ISBN: 9789526052465. 50 p.

French, Nigel (2018) *InDesign Type*. Adobe Press US. ISBN: 9780134846712. 350 p.