



## Course syllabus

Faculty of Arts and Humanities

Department of Design

1DI812 Grafisk design och typografi II, 15 högskolepoäng

Graphic Design and Typography II, 15 credits

### Main field of study

Design

### Subject Group

Design

### Level of classification

First Level

### Progression

G1F

### Date of Ratification

Approved by Faculty of Arts and Humanities 2019-10-02

The course syllabus is valid from autumn semester 2020

### Prerequisites

General entry requirements and English B (Field-specific entry requirements 2/A2).  
Graphic Design and Typography I or the equivalent.

## Objectives

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

- practically apply graphic design in a complex and problematising way,
- use design to explore typography and its importance in composition,
- in writing contextualise and critically evaluate their practical projects and their design processes.

## Content

- In-depth studies of rules and principles concerning grid systems, composition and typography,
- Influences in macro and micro typography and how these have influenced the development of graphic design,
- In-depth studies of gestalt and colour theory,
- Contextualisation of graphic design.

## 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 Pass (G), Pass with Distinction (VG) or Fail (U).

The course is assessed with the grades Fail (F), 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, and an *artist statement* including a contextualisation and critical reflection of the results and design process. 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 (2019) *The Fundamentals of Typography*. Bloomsbury Visual Arts. ISBN: 9781350116948. 180 p.

Davis, Meredith (2017) *Visual Communication Design*. Bloomsbury Visual Arts. ISBN: 9781474221573. 200 p.

Samara, Timothy (2017) *Making and Breaking the Grid, Second Edition, Updated and Expanded*. Rockport Publishers Inc. ISBN: 9781631592843. 200 p.

*Compendia with relevant extracts from literature, articles and lectures provided by the department at the online learning platform, ca 60 p.*

#### Additional Study Material

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

Bringhurst, Robert (2013) *The Elements of Typographic Style: Version 4.0*. Hartley Marks Publishers. ISBN: 9780881792126. 300 p.

Elam, Keir (2004) *Grid Systems*. Princeton Architectural Press. ISBN: 9781568984650. 100 p.

Stirton, Paul (2019) *Jan Tschichold and the New Typography*. Yale University Press. ISBN: 9780300243956. 270 p.