



## Course syllabus

Faculty of Arts and Humanities

Department of Design

1DI824 Grafisk design i en social och kulturell kontext, 15  
högskolepoäng

Graphic Design in a Social and Cultural Context, 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 2020-05-07

The course syllabus is valid from spring semester 2021

### Prerequisites

At least 30 credits in graphic design or the equivalent.

## Objectives

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

- apply graphic design in practise, focusing on its significance in a social and cultural context,
- contextualise and analyse graphic design in writing, from a social and cultural context,
- critically analyse and problematise their own and others' work in graphic design,
- use and evaluate different methods for analysing graphic design.

## Content

- graphic design and its visual impact on society, along with its presence in public spaces,
- graphic design in a social and cultural context, and its interaction with people,
- critical perspectives on graphic design and visual communication,
- basic image and discourse analyses.

## Type of Instruction

Teaching is delivered in the form of lectures and supervision.

## Examination

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

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

The course is examined through a submitted digital project book containing image analyses, design process and results of practical assignments, a written artist statement, and a written report. In order to receive the grade of Pass, the student must achieve the course objectives. Grading criteria for the grade of Pass with Distinction will be communicated to the student in writing when the course starts.

If the university has decided that a student is entitled to special educational support due to a disability, the examiner may offer an adapted exam or allow the student to conduct the exam in an alternative way. Retake examinations are provided in accordance with Local regulations for courses and examinations at the first and second levels at Linnaeus University.

### Course Evaluation

During or shortly after the course, a course evaluation is conducted. Results and analysis of the course evaluation are promptly 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

Additional costs, such as costs for computer software, material and print-outs, are paid by the student.

### Required Reading and Additional Study Material

Eskilson, Stephen (2019) *Graphic Design, A History*. London: Laurence King Publishing. ISBN 9781786273970. 300 p.

Kress, Gunther (2019) *Reading Images: The grammar of visual design*. New York: Routledge. ISBN 9780415672573. 160 p.

Lees-Maffei, Grace (2016) *Reading Graphic Design in Cultural Context*. Oxford: Bloomsbury Visual Arts. ISBN: 9780857858016. 240 p.

Compendia with extracts from literature and research articles, ca 100 pages, provided by the department in digital form on the learning platform.

### Additional Study Material

Davis, Meredith (2012) *Graphic Design Theory*. London: Thames and Hudson Ltd. ISBN: 9780500290491. 250 p.

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