



Course syllabus

Faculty of Arts and Humanities
Department of Media and Journalism

1MP101 Bild och form, 7,5 högskolepoäng
Image and Design, 7.5 credits

Subject Group
Media Production

Level of classification
First Level

Progression
G1N

Date of Ratification
Approved 2009-11-20
Revised 2019-06-20 by Faculty of Arts and Humanities. Revision of bibliography.
The course syllabus is valid from autumn semester 2019

Prerequisites
General entry requirements and Civics A (field-specific entry requirements 6 with the exception of English B).

Objectives

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

- account for concepts, definitions and theories concerning still photography, image semiotics, graphic design, typography and colour theory,
- at a basic level account for Swedish copyright,
- analyse their own and others' artefacts from technical and artistic perspectives,
- use a system camera and professional tools for image editing and layout,
- design and produce basic graphic artefacts of good artistic and narrative quality.

Content

This course introduces still photography, image semiotics and image editing, as well as graphic production, design, layout, typography and colour theory. The course also includes design using professional graphic tools. Swedish copyright is also introduced. All parts in which the course objectives are examined are compulsory.

Type of Instruction

Teaching is delivered in the form of lectures, seminars, exercises and supervision.

Examination

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

The course is examined through a written examination, a written assignment, design work and seminars.

In order to receive the grade of pass, the student must achieve the course objectives. The grading criteria are available in a document communicated to the students when the course starts.

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 and the students who are taking the course when it is offered the next time. The evaluation is anonymous. The course evaluation is filed according to departmental regulations.

Required Reading and Additional Study Material

Required Reading

Bergström, Bo (the latest edition) *Effektiv visuell kommunikation*. Carlssons, 319 p.

Johansson, Kaj, Lundberg, R & Rydberg, Robert (2006) *A guide to Graphic Print Production, third edition*. Bokförlaget Arena AB, 430 s. The book is available for download via the University library.

Segeholm, Göran. (the latest edition). *Bildjournalistik – Idéer, begrepp och praktiska råd*. Morfem, 144 p.

Faulkner, Andrew, Chavez, Conrad (the latest edition) *Adobe Photoshop CC Classroom in a Book*, Adobe Press, 385 p.

Kordes Anton, Kelly, Cruise, John (the latest edition) *Adobe InDesign CC Classroom in a Book*, Adobe Press, 432 p.