



Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

1MP140 Fotografi, illustration och grafiska verktyg, 15
högskolepoäng

Photography, Illustration and Graphic Tools, 15 credits

Subject Group

Media Production

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by Faculty of Arts and Humanities 2015-06-16

The course syllabus is valid from autumn semester 2015

Prerequisites

General entry requirements and Civics 1b / 1a1 +1a2 or Civics A, English B (Field-specific entry requirements 6/A6).

Objectives

Intended learning outcomes for the course as a whole

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

- design and produce digital artefacts in media production which reach a basic publishable level,
- account for and justify technical choices of design and production concerning photography, illustration and graphic design including the typography and layout conducted in a production process,
- account for basic professional ethics and apply professional methods and approaches in media production, such as meeting deadlines and following instructions.

Module 1, Creativity and Presentation, 3 credits

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

- design, present (pitch) and justify a production idea in the field of graphic media production,
- describe and analyse their own and others' artefacts in media production, using basic concepts of multimodality.

Module 2, Digital Photography, 6 credits

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

- account for the basic functionality of digital cameras,
- account for lighting principles for still photography,
- edit digital photos using a professional image-editing programme,
- produce digital photos of basic publishable quality.

Module 3, Digital Illustration and Graphic Tools, 6 credits

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

- account for principles of graphic design, including layout, typography and colour theory,
- account for differences between pixel-based and object-based images,
- create and distribute an artefact in media production based on functional graphic design.

Content

Content for the course as a whole

This course includes a basic introduction to graphic media production including its concepts, theories and methods. It includes three modules each focusing on one of these aspects.

Module 1, Creativity and Presentation, 3 credits

The first module includes basic idea generation and creativity in the field of media production, including basic idea presentation (techniques for pitching). The module also includes the production of a concrete concept relevant to the field, and the creation of a relevant artefact in media production (a graphic product). The module also discusses concepts and theories of multimodality, which are used in critical reflections of the student's own and others' presentations (pitching) and artefacts (graphic products). Basic copyright is also discussed.

Module 2, Digital Photography, 6 credits

Module 2 discusses basic aesthetics for still photography and photographic narration, including lighting in and outside of the studio. The module also includes an introduction to digital system cameras as well as basic image editing in Adobe Photoshop. The production of photographic artefacts (photographies) is also included. The module also discusses professional ethics, gender, intersectionality and the application of a professional approach in the field of photography.

Module 3, Digital Illustration and Graphic Tools, 6 credits

The third module discusses basic design, including layout and typography, colour theory, and digital illustration. The module also includes the production of graphic artefacts (graphic products) in Adobe InDesign and Adobe Illustrator, for distribution in relevant forms, such as printed matter, PDF or EPUB.

Type of Instruction

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

Examination

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

Module 1, Creativity and Presentation, 3 credits, is examined through a written examination and seminars.

Module 2, Digital Photography, is examined through a written examination, laboratory sessions and creative work.

Module 3, Digital Illustration and Graphic Tools, is examined through a written examination, laboratory sessions and creative work.

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. In order to pass the course, the student must have received the grade of E (Pass) in all three modules.

Course Evaluation

At the end of the course, a course evaluation is conducted and compiled into a report, which is made available to students and archived according to regulations at the university.

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.

Required Reading and Additional Study Material

Required Reading

Module 1, Creativity and Presentation

Björkvall, Anders. (the latest edition) *Den visuella texten. Multimodal analys i praktiken*. Hallgren & Fallgren. 176 p.

Rehn, Alf. (the latest edition) *Farliga idéer: när det opassande tänkandet är din värdefullaste resurs*. BookHouse Editions. 148 p.

Module 2, Digital Photography

Segeholm, Göran. (the latest edition) *Fånga bilden!*. Fojo.

Study material provided by the department, 30 p.

Module 3, Digital Illustration and Graphic Tools

Bergström, Bo. (the latest edition) *Effektiv visuell kommunikation: Om nyheter, reklam och profilering i vår visuella kultur*. Stockholm. Carlsson. 319 p.

Study material provided by the department, 30 p.

Additional study material

Module 1, Creativity and Presentation

Hellspång, Lennart. (the latest edition) *Konsten att tala. Handbok i praktisk retorik*. Studentlitteratur. 355 p.

Holmström, Johan, Lewenhaupt, Carl, Olivero, Johan, Qvennerstedt, Anna. (2008) *Ord till salu – En bok om copywriting*. Liber. 152 p.

Van Leeuwen, Theo. (2004) *Introducing Social Semiotics*. Routledge. 301 p.

Van Leeuwen, Theo. (2011) *The language of Colour: An introduction*. Routledge. 120 p.

Renander, Bengt. (2014) *En bra idé. Kreativitetsutveckling*. 149 p.

Rosén, Jan. (2012) *Medie- och upphovsrätt*. Jure Förlag. 258 p.

Module 2, Digital Photography

Östlind, Niclas. (2014) *Fotografi i Sverige 1970–2014*. Bokförlaget Arena. 571 p.

Östlind, Niclas. (2014) *Performing History: Fotografi i Sverige 1970–2014*.

<https://gupea.ub.gu.se/handle/2077/35780>

Adobe Creative Team (the latest edition*) *Adobe Photoshop Classroom in a book*.
Adobe Press.

*The edition compatible with the version of the tool installed in the laboratory halls at the department.

Module 3, Digital Illustration and Graphic Tools

Jokansson, Kaj. (the latest edition) *Grafisk kokbok 3.0. Guiden till grafisk produktion*. Bokförlaget Arena. 430 p.

Adobe Creative Team. (the latest edition*) *Adobe Illustrator Classroom in a book*.
Adobe Press.

Adobe Creative Team. (the latest edition*) *Adobe InDesign Classroom in a book*.
Adobe Press.

*The edition compatible with the version of the tool installed in the laboratory halls at the department.