



Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

1MP602 Bild, illustration och grafisk design, 7,5 högskolepoäng

Image, Illustration and Graphic Design, 7.5 credits

Subject Group

Media Production

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved 2020-01-14

Revised 2022-01-31 by Faculty of Arts and Humanities. Revised prerequisites.

The course syllabus is valid from autumn semester 2022

Prerequisites

General entry requirements + Civics 1b alt. Civics 1a1 +1a2 and English 6.

Objectives

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

- account for concepts, definitions and theories concerning still photography, illustration and functional graphic design,
- handle a professional camera for still photography as well as professional digital tools for image processing, illustration and layout,
- use a professional camera for still photography as well as professional digital tools for image processing, illustration and layout, from a professional perspective,
- design and produce digital artefacts in media production which reach a basic publishable level, from a design-technical and communicative point of view,
- account for and justify design- and production-technical choices made during the production process,
- account for basic positions taken in terms of copyright and professional ethics within media production,
- apply professional methods and approaches in media production, such as meeting deadlines and following instructions.

Content

The course is an introduction to basic still photography and photographic narration, including lighting and basic image editing with Adobe Photoshop&Camera Raw. The course also comprises basic vector based illustration with Adobe Illustrator and basic layout with Adobe InDesign. The course gives an introduction to how to use digital tools as well as application in the form of professional production. Particular emphasis is put on creating media productions that are publishable from a design-technical point of view and carry a functional visual message, as well as on the production process.

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 exam, submissions, design work and presentations in seminars.

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 in writing 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

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.

Required Reading and Additional Study Material

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

Lupton, Ellen & Phillips, Jennifer C. (the latest edition). *Graphic Design: the New Basics*. New York. Princeton Architectural Press. 261 p.

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

Other material available online, including research articles, may be added (ca 100 p.)