



## Course syllabus

Faculty of Arts and Humanities

Department of Design

2DI831 Hållbara perspektiv inom grafisk design, 15 högskolepoäng  
Sustainable Perspectives on Graphic Design, 15 credits

### Main field of study

Design

### Subject Group

Design

### Level of classification

First Level

### Progression

G2F

### 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). At least 60 credits in Graphic Design.

## Objectives

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

- explore graphic design in practice from the perspective of sustainability, through exercises and individual projects,
- formulate different practical solutions of design briefs in areas such as visual identity, using graphic design and typography in a specific context,
- critically review and assess their own and others' projects from various perspectives of sustainability,
- account for and reflect on possibilities and challenges in the communication of sustainability and ethical aspects.

## Content

- Basic knowledge of sustainable communication and ethical aspects,
- Basic sustainability from the perspective of graphic design,
- Practical exercises and individual projects in visual identity, using graphic design and typography,
- Basic knowledge of various concepts in communication and sustainability, such as *greenwashing* and *healthwashing*.

## 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 Fail (U), 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 background, design process and results. 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. For some parts of the course, a retake examination can only be offered in connection to the on-going course.

### 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

Ferrier, Adam (2014) *The Advertising Effect: How to Change Behaviour*. OUP Australia & New Zealand. ISBN: 9780195593921. 30 p.

Heller, Steven (2018) *Citizen Designer – Perspectives on Design Responsibility*. Allworth Press. ISBN: 9781621536406. 200 p.

Johnson, Michael (2016) *Branding – in five and a half step*. Thames Hudson Ltd. ISBN 9780500518960. 100 p.

Roberts, Lucienne (2006) *GOOD: an Introduction to Ethics in Graphic Design*. AVA Publishing. ISBN: 9782940373147. 150 p.

*Compendia with relevant extracts from literature, articles and lectures provided by the department at the online learning platform, ca 70 p.*

#### Additional Study Material

Millman, Debbie (2013) *Brand Thinking and Other Noble Pursuits*. Allworth Press. ISBN 9781621532477. 300 p.