



## Course syllabus

Faculty of Arts and Humanities  
Department of Design

2DI832 Grafisk designaktivism, 15 högskolepoäng  
Graphic Design Activism, 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 activism in practice, using graphic design in practical exercises and individual projects,
- critically review and reflect on their own and others' projects on the basis of design activism,
- account for and reflect on possibilities, challenges and limitations in the use of graphic design in activism and *culture jamming*.

## Content

- Basic knowledge of design activism, such as *subvertising*, *femvertising*, *craftivism* and *culture jamming*,
- Historical and contemporary perspectives on the use and importance of graphic design as protest,
- Practical independent projects in graphic design activism.

## 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

DeLaure Marilyn (2017) *Culture jamming – Activism and the Art of Cultural Resistance*. New York University Press. ISBN: 9781479806201. 350 p.

Glaser, Milton (2017) *The Design of Dissent, Expanded Edition*. Rockport Publishers. ISBN: 9781631594243. 290 p.

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

*Compendia with relevant extracts from literature, articles and lectures provided by the department at the online learning platform, ca 100 p.*

### Additional Study Material

Crutchfield, Leslie (2018) *How Change Happens*. John Wiley & Sons Inc. ISBN: 9781119413813. 240 p.

Rogger, Basil. (2018) *Protest: The Aesthetics of Resistance*. Lars Muller Publishers. ISBN: 9783037785607. 400 p.

Siegler, Bonnie (2018) *Signs of Resistance*. Workman Publishing. ISBN: 9781579658663. 228 p.