JÖNKÖPING UNIVERSITY
School of Engineering

COURSE SYLLABUS
Graphic Design for New Media, 15 credits

Grafisk Design för New Media, 15 högskolepoäng

Course Code:	TGNK18	**Education Cycle:**	First-cycle level
Confirmed by:	Dean Feb 1, 2017	**Disciplinary domain:**	Technology (95%) and social sciences (5%)
Revised by:	Director of Education May 31, 2021	**Subject group:**	TE9
Valid From:	Aug 1, 2021	**Specialised in:**	G1F
Version:	5	**Main field of study:**	Informatics

Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding
- display knowledge of the specific conditions regarding visual design and communication for digital interactive media/New Media
- demonstrate comprehension of how traditional design principles can be used within the context of digital interactive media/New Media
- demonstrate comprehension of how typographic principles affect, and are affected by, text content created for digital interactive media/New Media
- show familiarity with how theories in user research, information architecture and interaction design is practically applied in the development of a GUI (Graphical User Interface)
- show familiarity with how animation and sound can be used to enhance the visual communication within the context of digital interactive media/New Media

Skills and abilities
- demonstrate the ability to create graphics and visual elements for digital media and interfaces
- demonstrate the ability to plan, create and present wireframes, prototypes and sketches for digital media projects
- demonstrate the ability to create responsive frameworks and content for web and mobile applications
- demonstrate the ability to design a GUI with regard taken to accepted conventions of modern interface design
- demonstrate the ability to create content from predefined conditions regarding resolution, screen sizes and interface framework

Judgement and approach
- demonstrate the ability to evaluate the role of graphic design within digital media in relation to usefulness, usability, searchability and download speed
- demonstrate the ability to develop graphic concepts incorporating current research within the

field of New Media

Contents

The course includes content that is intended to provide insight on the specific conditions and possibilities of graphic design for digital interactive media (New Media). The course builds on traditional design and layout principles, but puts them in the context of digital interactive media and includes the production of graphic elements and content for web, mobile applications and GUI.

The course includes the following parts:
- Screens, resolutions and the digital canvas
- Vector graphics in code
- Icons and semiotics for GUI
- Animation and sound for GUI
- Typography for screens
- Design of menues, buttons and interactive framework
- Responsive graphics
- Wireframes, storyboards, mockups and prototypes
- Content design for digital publishing
- Conventions in visual communication for digital media
- Introduction to motion graphics
- Orientation of current research within the field of visual design for New Media

Type of instruction

Lectures, workshops, lab work, assignments and project work.

The teaching is conducted in English.

Prerequisites

General entry requirements and completion of the courses Graphic Design and Visual Communication, 15 credits and Applied Web Architecture, 15 credits (or the equivalent).

Examination and grades

The course is graded 5,4,3 or Fail.

Final grading of the course is made by averaging the various test.
The final grade will only be issued after satisfactory completion of all assessments

Registration of examination:

Name of the Test	Value	Grading
Written examination	5 credits	5/4/3/U
Project work	5 credits	5/4/3/U
Assignments 1	2.5 credits	5/4/3/U
Assignments 2	2.5 credits	5/4/3/U

Course literature

Literature

Literature determines 8 weeks before the course starts.

Title: The Design Process
Author: Aspelund, K. (2015)
Publisher: Fairchild Books.
ISBN: 9781609018382

Title: Designing Interfaces
Author: Tidwell J, Brewer C and Valencia A
Publisher: O'Reilly
ISBN: 9781492051961

+ Additional handouts and references from:
Title: Graphic Design School. 7th edn.
Author: Dabner, D. (2020)
Publisher: Thames Hudson Ltd.
ISBN: 9780500295595

Title: Type on Screen. A Critical Guide for Designers, Writers, Developers and Students
Author: Lupton, E. ed.
Publisher: Princeton Architectural Press
ISBN: 9781616891701

Title: The Language of New Media
Author: Manovich, L.
Publisher: MIT Press Ltd.
ISBN: 9780262632553