



## COURSE SYLLABUS

### Layout, 7.5 credits

*Layout, 7,5 högskolepoäng*

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<b>Course Code:</b> LLOG16	<b>Education Cycle:</b> Basic level
<b>Confirmed by:</b> Director of Education Mar 10, 2016	<b>Disciplinary domain:</b> Social sciences (50%) and technology (50%)
<b>Valid From:</b> Spring 2016	<b>Subject group:</b> MK1
<b>Version:</b> 1	<b>Specialised in:</b> G1N
<b>Reg number:</b> HLK 2016/1174-313	<b>Main field of study:</b> Media and Communication Science

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### Intended Learning Outcomes (ILO)

On completion of the course, the students should be able to:

Knowledge and understanding

- show understanding for graphic print production, from idea to printed matter
- show knowledge of graphic design and design principles regarding images, typography, and colours

Skills and abilities

- demonstrate the ability and skill to use software for producing layout and graphical elements
- demonstrate skills in techniques of graphic print production

Judgement and approach

- reflect and evaluate graphic design and the framing of a graphic profile

### Contents

- Foundations of graphic design and graphic print production
- Software for graphic design
- Production of printed matter, logo and graphic manual

### Type of instruction

The teaching consists of lectures, seminars and exercises performed individually or in groups.

A digital learning platform is used.

Students who have been admitted to and registered on a course have the right to receive instruction/supervision for the duration of the time period specified for the particular course to which they were accepted. After that, the right to receive instruction/supervision expires.

The teaching is conducted in English.

### Prerequisites

General entry requirements. English proficiency is required. Exemption is granted from the requirement in Swedish.

### Examination and grades

The course is graded A, B, C, D, E, FX or F.

The grades A, B, C, D and E are all passing grades. For courses with more than one examination, students are given a final grade based on an overall assessment of all examinations included in the course. The final grade of the course is issued only when all course units have been passed.

The examination is based on instruction and course literature.

The examination must allow for students to be assessed on an individual basis. Students may not make a second attempt at any examination (or element of examination) already passed in order to receive a higher grade. Further information concerning assessment and grading criteria is provided in a study guide distributed at the beginning of the course.

Students are guaranteed a minimum of three examination occasions, including the regular occasion.

If a student has failed the same examination three times, the student is entitled to request that the next examination is assessed and graded by a new examiner if possible. The decision to accept or reject such a request is made by the course coordinator, or, in case the course coordinator is also the examiner, by a person appointed by the Managing Director.

In case the course is terminated or significantly altered, examination according to the present course syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

The course is examined by means of:

- An individual written theoretical examination
- Two individual practical examinations
- A group project for creating printed matter and a graphic manual

Registration of examination:

Name of the Test	Value	Grading
Theoretical examination	2.5 credits	A/B/C/D/E/FX/F
Practical examinations <sup>1</sup>	2.5 credits	A/B/C/D/E/FX/F
Group project	2.5 credits	A/B/C/D/E/FX/F

<sup>1</sup> Only C, FX or F is awarded.

### Course evaluation

At the end of the course, a course evaluation is performed and commented on by the course coordinator and, if possible, a student/students (course developer/s). The course evaluation,

which is published on the relevant learning platform and submitted to the study administration, is to function as a basis for future improvements to the course.

### **Course literature**

Johansson, K., & Lundberg, P. (2011). *A guide to graphic print production* (3rd edition). John Wiley Sons. 400 pages.

Williams, R. (2014). *The Non-Designer's Design Book*, (4th edition). Peachpit Press Publications. 240 pages.

Articles, 50 pages

#### Reference Literature

*Citing Sources – How to Create Literature References*. <http://ju.se/library/search--write/citing-sources---how-to-create-literature-references.html>

Information Material about Anti-Plagiarism at Universities. *The Interactive Anti-Plagiarism Guide – Jönköping University*. <http://pingpong.hj.se/public/courseId/10565/publicPage.do>