



COURSE SYLLABUS

Fundamentals of Graphic Design, 7.5 credits

Grundläggande grafisk design, 7,5 högskolepoäng

Course Code: TGGG18	Education Cycle: First-cycle level
Confirmed by: Dean Apr 6, 2018	Disciplinary domain: Technology
Valid From: Aug 1, 2018	Subject group: TE9
Version: 1	Specialised in: G1N
	Main field of study: Informatics

Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- display knowledge of basic principles and theories of graphic design and typography
- display knowledge of methods and techniques within computer based production of graphic design
- show familiarity with important movements and key figures within the history of graphic design
- show familiarity with different types of workplaces, agencies and professions within the graphic design industry
- show familiarity with important aspects in the creation of brands, logotypes and graphic identities

Skills and abilities

- demonstrate the ability to present finished design solutions and to document the design process

Judgement and approach

- demonstrate the ability to analyse and reflect on their own as well as others artwork with regards taken to relevant design principles and typographic concepts

Contents

The course gives basic knowledge in graphic design, visual communication, typography and the production of digital artwork. It also gives a basic orientation of the design industry and the history of graphic design.

The course includes the following parts:

- Principles of design and layout
- Typography
- Colour theory
- Design history

- Graphic design as a profession
- Visual communication and gestalt principles
- Stylization
- Brands, logotypes and graphic identities
- Presentation skills

Type of instruction

Lectures, workshops, tutorials and assignments.

The teaching is conducted in English.

Prerequisites

General entry requirements and Matematics 2a or 2b or 2c or Matematics B. Proof of English proficiency is required (or the equivalent).

Examination and grades

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

The final grade for the course is based on a balanced set of assessments. 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
Assignments	2.5 credits	5/4/3/U

Course literature

Literature

The litterature list for the course will be provided one month before the course starts.

Title: Graphic Design School

Author: David D, Stewart S, Zempol E and Vickress A

Publisher: Thames Hudson Ltd.

ISBN: 9780500292853

Title: Thinking with Type

Author: Ellen Lupton

Publisher: Princeton Architectural Press

ISBN: 9781568989693

Title: Universal Principles of Design

Author: Lidwell W, Holden K and Butler J

Publisher: Rockport Publishers Inc.

ISBN: 9781592535873