



## COURSE SYLLABUS

# Graphic Design Project, 7.5 credits

*Projektarbete inom grafisk design, 7,5 högskolepoäng*

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|---------------------------------------|--|
| <b>Course Code:</b> TPJK19            | <b>Education Cycle:</b> First-cycle level                              |
| <b>Confirmed by:</b> Dean Dec 4, 2018 | <b>Disciplinary domain:</b> Technology (75%) and social sciences (25%) |
| <b>Valid From:</b> Jan 1, 2019        | <b>Subject group:</b> TE9  |
| <b>Version:</b> 1                     | <b>Specialised in:</b> GIF   |
|                                       | <b>Main field of study:</b> Informatics                                |

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### Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- display knowledge of movements, theories and key figures within the history of graphic design
- show familiarity with relevant copyright laws and the basics of intellectual property within graphic design and visual communication

Skills and abilities

- demonstrate the ability to plan, execute and present media projects with regards taken to target audiences as well as economic, ethical and environmental aspects
- demonstrate the ability to produce print ready digital artwork according to professional standards and a sustainable perspective

Judgement and approach

- demonstrate the ability to discuss ideas and sources of inspiration through a scientific perspective
- demonstrate the ability to work in a project within a group and to adjust the work process according to the specific demands regarding dynamics and structure

### Contents

The course lets the students conduct a group project in graphic design, taking a given project from brief to finished product. The course also comprises some theoretical and practical assignments regarding design theories and graphic design history.

The course includes the following parts:

- Principles of layout and typography
- Design theories and graphic design history
- Print ready digital artwork
- Magazine design
- Presentation skills
- Group dynamics

- Copyright and intellectual property

### **Type of instruction**

Lectures, workshops, tutorials, assignments and project work.

The teaching is conducted in English.

### **Prerequisites**

General entry requirements and at least 7.5 credits within the field of graphic design (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 |
|------------------|-------------|---------|
| Project Work     | 5 credits   | 5/4/3/U |
| Assignments      | 2.5 credits | 5/4/3/U |

### **Other information**

The student should be familiar with Adobe InDesign, Photoshop and Illustrator.

### **Course literature**

Literature

The literature 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