

# COURSE SYLLABUS Fundamentals of Graphic Design, 7.5 credits

Grundläggande grafisk design, 7,5 högskolepoäng

Confirmed by:Dean Mar 1, 2021DisciplinaryTechnology
Revised by: Director of Education Jun 1, 2024 domain:
Valid From: Aug 1, 2024 Subject group: TE9
Version: 2 Specialised in: G1N

## Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- display knowledge of the basic principles of composition and colours theory
- display knowledge of typographic terms and best practises

- display knowledge of methods, techniques and software 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 visual identities

Skills and abilities

- demonstrate the ability to produce layout and design according to basic typographic rules

- demonstrate the ability to produce and present finished design solutions according to the standards of the graphic design industry.

### Contents

The course gives basic knowledge in graphic design, 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 graphic design and layout
- Typography
- Colour theory
- Composition and gestalt principles
- Design history
- Graphic design as a profession

- Brands, logotypes and visual identities
- Pitch and presentation skills
- Print ready digital artwork
- Lab sessions using software for digital artwork production

#### 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	2.5 credits	5/4/3/U
Assignments	5 credits	5/4/3/U

#### Course literature

Literature The litterature list for the course will be provided 8 weeks before the course starts.

Title: Graphic Design School, 8th edn. (2023) Author: Dabner, D., Stewart, S., and Vickress A. Publisher: Thames Hudson Ltd. ISBN: 9780500297421

Title: Thinking with Type, 3rd edn. (2024) Author: Lupton, E. Publisher: Chronicle Books ISBN: 9781797226828