

# Basics in Graphics Design

Programme course

6 credits

Grunder i grafisk design

TNGD41

Valid from: 2017 Spring semester

**Determined by**

Board of Studies for Computer Science  
and Media Technology

**Date determined**

2017-01-25

## Main field of study

Graphic Design and Communication

## Course level

First cycle

## Advancement level

G1X

## Course offered for

- Graphic Design and Communication, Bachelor's Programme

## Intended learning outcomes

The aim of this course is to provide a foundation for theory and practise in visual design in general and graphic design in particular.

After completing the course, the students are expected to:

- Know the basics of responsibilities and varying disciplines of design in contemporary society with a particular focus in graphic design
- Know the basics of academic attitudes towards information search and processing, including referencing and plagiarism
- Know the basics of visual perception in regards to graphic communication
- Know and apply foundational principles of visual layout
- Know and apply foundational principles of typography
- Know and make use of graphic elements and principles in general
- Know and apply foundational principles when selecting means of expression for communication with a particular purpose
- Know and perform simple graphic design processes with communicative intent

## Course content

The theoretical and practical framework of the course comprises:

- The roles and responsibilities of design in society: functions, value and sustainability
- Information search and academic writing
- Design thinking and contextuality
- Visual perception in regards to graphic communication
- Inclusive graphic design, basic usability and accessibility
- Graphic design aesthetics: elements and principles
- Basic principles and concepts in typography and layout
- Basic graphic design processes and techniques, sketching and visualization
- Graphic environments and systems
- Visual communication in regards to graphic design

## Teaching and working methods

Lectures, laborations, workshops, seminars and non-scheduled studies

## Examination

LAB1	Laboratory work	1 credits	U, G
UPG1	Hand-in assignment	3 credits	U, G
TEN1	Written exam	2 credits	U, 3, 4, 5

## Grades

Four-grade scale, LiU, U, 3, 4, 5

## Other information

Supplementary courses:

This course is foundational for later design courses within the GDK study programme

## Department

Institutionen för teknik och naturvetenskap

## Director of Studies or equivalent

Camilla Forsell

## Examiner

Tomas Törnqvist

## Education components

Preliminary scheduled hours: 57 h

Recommended self-study hours: 103 h