

Basics in Graphics Design

Programme course

6 credits

Grunder i grafisk design

TNGD41

Valid from: 2018 Spring semester

Determined by

Board of Studies for Computer Science
and Media Technology

Date determined

Main field of study

Graphic Design and Communication

Course level

First cycle

Advancement level

G1X

Course offered for

- Bachelor's Programme in Graphic Design and Communication

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