

Design, Application and Communication

Programme course

6 credits

Design, tillämpning och kommunikation

TNGD43

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

- Graphic Design and Communication, Bachelor's Programme

Prerequisites

Fundamental knowledge of theory and practical skills in visual design in general and graphic design in particular.

Intended learning outcomes

The aim of the course is to develop a deeper understanding of and practical skills in context related graphic design and communication.

After completing the course, students are expected to:

- Be able to describe aspects of ethics and sustainability in graphic communication
- Be able to explain how platforms and formats may affect graphic design
- Be able to explain and systematically apply graphic elements and principles
- Be able to explain and design graphic identity
- Be able to explain and adapt layout and typography to contextual requirements related to sender, message, medium and audience
- Be able to explain and produce graphic design in a marketing communication context

Course content

The theoretical and practical framework of the course comprises:

- Ethics and sustainability in graphic communication
- Graphic design: platform, form factor, format
- Layout and typography in varying context
- Ethics and sustainability in graphic communication
- Graphic information systems and identity
- Visual market communication
- Visual communication, concept and narration
- Planning, art direction and creative process

Teaching and working methods

Lectures, lessons, laboratory work, workshops, seminars, independent work and hand-in assignments.

Examination

UPG2	Hand-In Assignment	3 credits	U, G
UPG1	Hand-In Assignment	1 credits	U, G
LAB1	Laboratory work	2 credits	U, G

Grading: Pass/Fail

Grades

Two grade scale, older version, U, G

Department

Institutionen för teknik och naturvetenskap

Director of Studies or equivalent

Camilla Forsell

Examiner

Tomas Törnqvist

Education components

Preliminary scheduled hours: 42 h

Recommended self-study hours: 118 h

Course literature

Other

To be decided