

# Graphical Design Project 1

Programme course

8 credits

Grafisk design projekt 1 - tryckta medier

TNGD24

Valid from:

**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

## Entry requirements

Note: Admission requirements for non-programme students usually also include admission requirements for the programme and threshold requirements for progression within the programme, or corresponding.

## Intended learning outcomes

The aim is to provide theoretical knowledge and practical know-how in running communication projects from conceptualisation to finished print as well as basic knowledge in group dynamics and awareness of one's own role in a group. On conclusion, the students shall:

- know the communication process as well as the technical process from conceptualisation to finished print
- know the basic concepts and meaning of market information
- know the meaning and function of a marketing plan
- know about the different development stages of a group
- be able to produce technically fulfilled original art work for print
- be able to assess and evaluate the relevance and quality in print media market communication
- be able to describe one's own role in a work group

## Course content

- Project methodology
- Market information
- SWOT-analysis
- Marketing plans
- Print design and production

## Teaching and working methods

Lectures, lessons, project guidance, seminars and hand-in assignments.  
The course runs over the entire spring semester.

## Examination

PRA1	Project	4 credits	U, G
UPG3	Project assignment	1 credits	U, G
UPG2	Hand-in assignments	2 credits	U, G
LAB2	Laboratory work	1 credits	U, G

Mandatory participation in lessons, scheduled tutoring and common presentations

## Grades

Two-grade scale, U, G

## Department

Institutionen för teknik och naturvetenskap

## Director of Studies or equivalent

Camilla Forsell

## Examiner

Tommie Nyström

## Course website and other links

<http://www.itn.liu.se/mit/education/courses/tngd24?l=sv>

## Education components

Preliminary scheduled hours: 64 h

Recommended self-study hours: 149 h

## Course literature

Effektiv Visuell Kommunikation; Bo Bergström Typografisk handbok; Christer Hellmark (eller annan likvärdig bok om typografi) Grafisk kokbok 3.0  
Projektledarpraktikan: projektledning i reklam och media; Johansson, Nyström, Svensson Burtenshaw med fleras arbetsprocess – en empirisk prövning; Michal Sitkiewicz & Eva Vallmark. (examensarbete på GDK) Kompendier som delas ut under kursen Litteratur i gruppdynamik – meddelas vid kursstart

## Common rules

Regulations (apply to LiU in its entirety)

The university is a government agency whose operations are regulated by legislation and ordinances, which include the Higher Education Act and the Higher Education Ordinance. In addition to legislation and ordinances, operations are subject to several policy documents. The Linköping University rule book collects currently valid decisions of a regulatory nature taken by the university board, the vice-chancellor and faculty/department boards.

LiU's rule book for education at first-cycle and second-cycle levels is available at [http://stydokument.liu.se/Regelsamling/Innehall/Utbildning\\_pa\\_grund-\\_och\\_avancerad\\_niva](http://stydokument.liu.se/Regelsamling/Innehall/Utbildning_pa_grund-_och_avancerad_niva).