

# Design, Application and Communication

Programme course

6 credits

Design, tillämpning och kommunikation

TNGD43

Valid from: 2019 Spring semester

**Determined by**

Board of Studies for Computer Science  
and Media Technology

**Date determined**

2018-08-31

## Main field of study

Graphical Design and Communication

## Course level

First cycle

## Advancement level

G1X

## Course offered for

- Bachelor's Programme in Graphic Design and Communication

## 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