

# Graphics Design and Communication

Programme course

6 credits

Grafisk design och kommunikation

TNM069

Valid from: 2017 Spring semester

**Determined by**

Board of Studies for Computer Science  
and Media Technology

**Date determined**

2017-01-25

**Replaced by**

TNM109

## Main field of study

Media Technology and Engineering

## Course level

Second cycle

## Advancement level

A1X

## Course offered for

- Media Technology and Engineering, M Sc in Engineering

## 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.

## Prerequisites

Communications & User Interfaces

## Intended learning outcomes

The course aims to deepen the understanding of the design process in printed and digital media, and the importance of targeted personalized communications. The student should after the course:

- Understand the process in the preparation of printed matter
- Know how target groups are defined
- Understand the importance of targeted personalized communications
- Have knowledge of brand communication
- Be able to produce printed materials for a given brand towards a given target group

## Course content

Communication theory and models; media communications; communication in marketing. Visual communications; image communications, graphic design; layout, graphic profiles, symbols and logos. Color themes are taken up from different perspectives, e.g., the significance of color symbols in communication.

## Teaching and working methods

The course comprises of lectures, laborations, workshops and one assignment.

## Examination

UPG1 Exercises, for grade 3 or 4	4.5 credits	U, 3, 4, 5
LAB1 Laboratory work	1.5 credits	U, G
TEN1 Written examination, for improving final grade	0 credits	U, 3, 4, 5

## Grades

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

## Department

Institutionen för teknik och naturvetenskap

## Director of Studies or equivalent

Camilla Forsell

## Examiner

Cory Robinson

## Course website and other links

## Education components

Preliminary scheduled hours: 42 h

Recommended self-study hours: 118 h

## Course literature

### Additional literature

#### Books

Bo Bergström, *Effektiv visuell kommunikation*

#### Other

## 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).