



Faculty of Arts and Social Sciences
Media and Communication Studies

Syllabus

Graphic Form I

Course Code:	MKGA38
Course Title:	Graphic Form I <i>Grafisk form I</i>
Credits:	15
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has only upper-secondary level entry requirements (G1N)

Major Field of Study:
MKA (Media and Communication Studies)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2017-09-14, and is valid from the Spring semester 2018 at Karlstad University.

Prerequisites

General admission requirements

Learning Outcomes

Upon completion of the course students should be able to

- apply the basics of graphic form and typography and use these as tools in producing visual communication with an emphasis on printed media
- create an adapted graphic form based on given frames and purposes,
- identify and use different theories of communication in graphic design
- reflect on the importance of form in visual communication,
- formulate an idea in speech and writing based on an analysis of target audience and communicative goals,
- critically analyse and reflect on their own graphic designs and on visual communication in general,
- formulate ideas and design a concept in the project form by applying methods of creative processes for communicating in groups,
- identify and manage the different stages in a creative project process and demonstrate understanding of the importance of choice of medium and material, and
- use the photographic image as a meaningful component in visual communication.

Content

The course deals with the different stages of the design process through forming, applying and problem-solving activities in typography, layouting and photographic image

The course includes basic knowledge of graphic form and typography, norms and design principles. With an emphasis on communication, the students work with design for different printed media through platform and target audience analyses. Students are required to design a corporate profile, an

advertisement, a journal, a packaging, etc.

The course also includes basic steps in photo production and relevant knowledge of computer software for graphic design,

Instruction is theoretical and practical and in the form of lectures, mandatory exercises and tasks, discussions and study visits or guest lectures.

Reading List

See separate document.

Examination

Assessment is in the form of individual and group hand-in practical assignments and a major groupwork project collected and displayed in a final exhibition. A written analysis should be submitted together with the practical assignments. Mandatory exercises in computer processing are part of the examination.

Grades

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.