



Faculty of Arts and Social Sciences
Media and Communication Studies

Course Reading

Visual communication and design I

Valid from 01/15/2024

Course Code: MKGA61

Course Title: Visual communication and design
I

Credits: 30

Degree Level: Undergraduate level

Misc.

Bjurwill, C, A, B, C och D. Vägledning för studenter som skriver akademiska uppsatser

Svenska språknämnden, Svenska skrivregler

Professional role, jurisprudence and ethics, 7.5 ECTS cr

Books

Davies, R. (2013). *Introducing the creative industries: from theory to practice*. SAGE

Gustafsdotter, J. (2019). *Journalistikens lagar: om medierätt, etik och att hitta fakta* (1 uppl.). Morfem

Rehncrona, P V. (2017). *Immaterialrättens grunder*. Studentlitteratur

Misc.

Justitiedepartementet, Offentlighetsprincipen och sekretess

Pressens samarbetsnämnd, Spelregler för press, radio och TV

SMER (2018), Etik - en introduktion, <https://smer.se/2018/06/08/etik-en-introduktion-1989-omarb-uppl-2018/>

Reference material

Olsson, Anders R (2006). *Yttrandefrihet & tryckfrihet. Handbok för journalister* (5 ed.). Rabén/Prisma

Articles and possibly additional law texts will be added, notified by the teacher in connection with the course start

Introduction to visual communication and design, 22.5 ECTS cr

Books

Ambrose, G. & Harris, P (2011). *Basics Design 02: Layout 2nd Revised Edition*. Ava Publishing

Bergström, B (2021). *Effektiv visuell kommunikation*. Carlsson Förlag

Bordwell & Thompson (2012). *Film Art: An Introduction* (10 ed.). McGraw-Hill Higher Education

Lupton, Ellen (2017). *Design is Storytelling*. Cooper-Hewitt Museum

Wikberg-Nilsson, Åsa, Ericson, Åsa, Törlind, Peter (2021). *Design: process och metod*

Reference material

Ambrose, G. & Harris, P (2011), Basics Design 08: Design thinking

Chavez (2023), Adobe Photoshop CC Classroom in a book

Gärde, M (2010), Typografins väg

Hellmark, C (2004), Typografisk handbok

Mattias Åkerberg (2022). *Copyboken* (1 ed.). Göteborg: Please Copy Me

Wheeler, A (2013), Designing Brand Identity

Wood (2023), Adobe Illustrator CC Classroom in a book

In addition, further texts can be provided.

Approved by the Faculty Board of Arts and Social Sciences 01/29/2024