

**SYLLABUS**

# **Graphic design: typography and semantics 1 15 credits D0033A**

**Grafisk design: typografi, språket och formen 1**

**Course syllabus admitted: Autumn 2023 Sp 1 - Present**

**DECISION DATE  
2022-02-11**

# Graphic design: typography and semantics 1 15 credits D0033A

## Grafisk design: typografi, språket och formen 1

### First cycle, D0033A

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	U G#	Grafisk design	Media Production

### Main field of study

Graphic Design

## Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language

## Selection

The selection is based on final school grades or Swedish Scholastic Aptitude Test.

## Course Aim

After completed course, the course participant is expected to demonstrate a basic:

### Knowledge and understanding

1 understanding of the field of graphic design, with a focus on theoretical and practical knowledge of typography from an artistic and communicative perspective

2 understanding of methods and processes for typography

3 knowledge of aesthetic, semantic, semiotic and communicative principles for form, technology and content in graphic design

4 understanding of the connection between text and image

5 Understanding of normcritical perspectives in the typographic field both through knowledge of typographic history and contemporary design

### Skill and ability

6 Ability to identify, formulate and solve design problems

7 Ability to implement written and oral theories of communication, mainly regarding language forms and narratives

8 Ability to visualize and motivate norm-creative insights

### Judgment

9 Ability to make assessments with regard to relevant social, artistic and ethical aspects

10 Ability to independently plan, design and execute a graphic production within given time frames

## Contents

The course deals with basic theory in graphic design with a focus on typography from a historical and contemporary perspective. Basic theory for the design of typography, linked to aesthetics, semantics, semiotics, message and function. Artistic design and visual cultures from a historical and contemporary perspective.

## Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

The course elements integrate theoretical, formative and practical perspectives. The teaching takes place in the form of lectures and studio work interspersed with independent work in visual design. In the course, you practice oral, written and visual communication skills through the course's show and tell exercises, and practice both independently and in collaboration with others to plan and implement design projects.

## Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. The course is examined individually through visual, oral and written examinations with grade levels U and G.

## Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term "unauthorized aids" refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

## Remarks

Students must register for the courses themselves, or contact ETKS educational administration [eduetks@ltu.se](mailto:eduetks@ltu.se), not later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

## Course offered by

Department of Social Sciences, Technology and Arts

## Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0007	Oral and visual examination - Typography and semantics	U G#	4	Mandatory	A21	
0008	Oral and visual examination - Image and semiotics	U G#	2	Mandatory	A21	
0009	Oral, written and visual examination - Typographic design	U G#	5	Mandatory	A21	
0010	Oral and written examination - Artistic writing	U G#	2	Mandatory	A21	
0011	Visual, oral and written examination - Workbook	U G#	2	Mandatory	A21	

## Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

## Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2022-02-11

## Syllabus established

by Director of Undergraduate Studies Bo Jonsson, Department of Business Administration, Technology and Social Sciences 2016-02-15