Graphic design: Typography and semantics 2 15 credits D0040A

Grafisk design: Typografi, språket och formen 2

Course syllabus admitted: Autumn 2023 Sp 1 - Present

DECISION DATE
2022-02-11

Graphic design: Typography and semantics 2 15 credits D0040A

Grafisk design: Typografi, språket och formen 2

First cycle, D0040A

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	U G VG *	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 and completed the following course with at least the grade Pass: Graphic design: artistic techniques, material and media 1 (D0032A) 15 credits, or equivalent knowledge.

Selection

The selection is based on 1-165 credits.

Course Aim

After the course, the participant is expected to be able to show a basic level of:

Knowledge and understanding
1 In-depth understanding of theory and practice in typography from an artistic and semantic perspective
2 Understanding typography and semantics from a historical and contemporary perspective
3 Understanding of different forms of semantic representations and narratives

Ability and skill
4 Ability to identify, formulate and solve typographic challenges with visual design
5 Ability to creatively and artistically shape narratives
6 Ability to implement written theory in writing, orally and visually with regard to language and form
7 Ability to independently plan and carry out a graphic design production

Judgment and approach
8 Ability to interpret, evaluate, reflect and argue about the role of typography as an aesthetic and communicative resource from a historical, contemporary and future perspective
9 Ability to critically analyze and creatively shape narratives based on valuation of typography, aesthetics, message and function

Contents

The course deals with theory and method for visual design of typography, semantics and semiotics, linguistic narratives, as well as artistic design of typography linked to aesthetics, message, affordance and function in graphic design. The course also covers craft typography in both analog and digital senses.

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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 is carried out in the form of short introductory lectures and studio-based learning where you practice the craft of typography, design typography, and practice your understanding of linguistic narratives and semantic understanding of content and representation in text. Independent work is interspersed with work in collaboration with others and you practice your communication skills in the course's show and tell seminars.

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 through visual, oral and written exams with grade levels U G VG.

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, 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
0005	Oral and visual examination - Typography and semantics	U G#	4	Mandatory	A21	
0006	Oral and written examination - Artistic writing	U G VG *	4	Mandatory	A21	
0007	Oral, written and visual examination - Visual design	U G VG *	5	Mandatory	A21	
0008	Oral, written and visual 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.

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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 Daniel Örtqvist, Department of Business Administration, Technology and Social Sciences 2017-02-15

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