

**SYLLABUS**

# **Graphic design: Identity design 15 credits D0041A**

**Grafisk design: Identitetsdesign**

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

DECISION DATE  
**2022-02-11**

# Graphic design: Identity design 15 credits D0041A

## Grafisk design: Identitetsdesign

### First cycle, D0041A

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 courses with at least the grade Pass: Graphic design: artistic techniques, material and media 1 (D0032A) 15 credits, Graphic design: typography and semantics 1 (D0033A) 15 credits, Graphic design: methods, process and theory (D0034A) 7,5 credits and Graphic design: artistic techniques, material and media 2 (D0038A) 7,5 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 Understanding identity and brand theory from a historical and contemporary perspective
- 2 Understanding of artistic and cultural-historical perspectives and visual traditions
- 3 Understanding of mediated communication and visual narratives

Ability and skill

- 4 Ability to see, interpret and shape based on own and others' identity design
- 5 Skills in identity design based on different contexts, needs, strategies and conditions in communication and interfaces
- 6 Ability to understand and practically apply visual design that communicates and reinforces various aspects of identity
- 7 Ability to critically analyze visual identity based on historical, cultural, societal and technical aspects
- 8 Ability to plan, implement and convey a visual identity in writing, orally and visually

Evaluation ability and approach

- 9 Ability to norm-critically analyze and norm-creatively shape visual identity
- 10 Ability to interpret, evaluate, reflect and argue about historical, societal and technical factors influences identity communication and its reading
- 11 Ability to independently evaluate different strategies and methods as well as one's own and others' artistic approach

## Contents

The course deals with identity design in the form of corporate identity where visual communication, branding, logo design, typography, color theory, storytelling, artifacts and storytelling and the understanding of these elements are used in exercises linked to critical analysis and artistic design. Artistic approach is a central part of the course and self-design analysis deals with the participant's artistic design process.

## Realization

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

The teaching takes place in the form of introduced lectures interspersed with exercises where you train your critical analytical ability and your artistic approach. The course is largely conducted as studio-based learning where you independently and in collaboration with others practice the elements identity, brand, artistic identity and visual design. You also practice your oral, written and visual communication skills in the course's show and tell exercises and in written analyzes of existing and own design.

## 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](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
0005	Oral and visual examination - Identity and brand	U G#	4	Mandatory	A21	
0006	Oral and visual examination - Artistic perspectives on identity and design	U G VG	4	Mandatory	A21	
0007	Oral and visual examination - Visual identity design	U G VG *	5	Mandatory	A21	
0008	Oral, visual 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 Daniel Örtqvist, Department of Business Administration, Technology and Social Sciences 2017-02-15