KONSTFACK - UNIVERSITY OF ARTS, CRAFTS AND DESIGN

Department of Design, Interior Architecture and Visual Communication

COURSE SYLLABUS

Graphic design and Illustration 4: Visual Worlds
30.0 Credits

Code: GIK212

Established by: 2024-04-30, Prefekt

Valid from: Spring semester 2025 (2025-01-20)

Level within study regulation: First cycle

Subject group: DE1 Design

Disciplinary DE Design 100%
domain:

Grading scale: UG Two-grade scale

Course modules	
	Module 1. My room: The Archive 2, 2.5 Credits
	Module 2. Drawing 2: Drawing in the archive, 1.5 Credits
	Module 3. Elective modules, 4.5 Credits
	Module 4. Publication and Publishing 3: Spatially, 5.0 Credits
	Module 5. Play!, 4.5 Credits
	Module 6. Professional Life 1, 7.5 Credits
	Module 7. My Room: Reflection and Presentation 2, 1.5 Credits
	Module 8. My Room: The Studio 2, 3.0 Credits

Main course content

Module 1. My Room: The Archive 2

The student deepens their knowledge in working with and critically relating to reference material, and is introduced to methods for working artistically with archives. The student is introduced to current theoretical concepts central to visual communication. The module includes practical introductions to and study visits to archives and libraries, as well as analyses of how subject-specific and idea-historical directions within the fields activate the student's own artistic processes.

Module 2. Drawing 2: Drawing in the Archive

The student is introduced to drawing as a recording, observing and interpreting tool in a certain context.

Module 3. Elective Modules

Individual work in a certain area.

Module 4. Publication and Publishing 3: Spatially

The student is introduced to visual communication in spatial environments, for example in exhibitions, scenography, architecture, sign systems, supergraphics. The student is introduced to how graphic design and illustration can be used in combination with, for example, light and/or sound to create spatial dramaturgy. The student examines how color, shape, material, composition, interactivity relate to e.g. time, space, movement, objects, instructions, or built constructions. The student is introduced to techniques and methods for working on a large scale, e.g. sketch work through prototypes and model building.

Module 5. Play!

The student is introduced to design and illustration in digital games, and the narrative conditions and limitations that are specific to digital games. The student gains insight into the professional gaming industry through e.g. study visits or guest lecturers. The student works with concepts, narratives and graphics for digital games and explores navigation and user experience within a digital game world.

Module 6. Professional Life 1

The student collaborates with professional designers/illustrators or other relevant professional groups and gains insight into professional working methods and contexts through an internship period outside school.

Module 7. My Room: Reflection and Presentation 2

The student participates in graduation presentations on the bachelor's program Graphic Design and Illustration and the master's program Visual Communication. The student deepens their ability to visually and orally describe and interpret other people's presentations, their knowledge of different forms of presentation and their skills in contributing to a constructive and critical conversation.

Module 8. My Room: The Studio 2

The student deepens their practical knowledge in running professional activities in illustration and graphic design, and is introduced to economic, social and ecological sustainability. The student is introduced to relevant resources, and economic and legal concepts. Students reflect on their experiences and insights from the internship period in a visual and oral presentation.

Intended learning outcomes

After completing the module, the student must be able to:

Module 1. My room: The Archive 2

- orient themselves in digital and physical archives, libraries and collections outside the school
- account for and discuss visual, artistic sources of inspiration, references and central theoretical concepts, based on own and others' work
- describe artistic methods for working with material from archives, libraries and collections
- show an understanding of how subject-specific and idea-historical directions within the fields work in their own artistic process

Module 2. Drawing 2: Drawing in the Archive

- interpret existing material independently and with an artistic approach
- discuss the relationship between source material and artistic expression
- use drawing as a recording, observing and interpreting tool

Module 3. Elective Modules

- independently create, express and present own ideas
- critically reflect on their own and others' artistic work
- solve artistic problems using the techniques and/or methods covered in the course

Module 4. Publication and Publishing 3: Spatially

- formulate and solve communicative problems through spatial visual communication
- account for and discuss examples of spatial visual communication
- apply techniques, methods and principles of spatial visual communication

- analyze and implement the target group's needs in the design process
- reason about how one's own work relates to societal and ethical issues
- report on process, methods and final results

Module 5. Play!

- practically investigate narrative possibilities in digital games
- create your own prototypes for digital games
- understand technical possibilities and limitations in game graphics and design game worlds based on these limitations
- orient themselves in user-friendly design for web/digital environments

Module 6. Professional life 1

- collaborate with professional designers/illustrators
- evaluate experiences at the internship in writing and reflect on how structures, routines and working methods influence creative work within professional activities
- give an account of examples of practical skills needed to function in working life

Module 7. My Room: Reflection and Presentation 2

- give oral constructive feedback on the creative work of others
- use drawing as a tool to describe and interpret the work of others

Module 8. My Room: Studio 2

- orally and visually reflect on experiences and lessons learned from the internship, and report on professional opportunities in the field
- reflect on how economic, social and ecological sustainability relate to professional activity in visual communication
- orient themselves in the possibilities of applying for grants and scholarship funds from foundations, funds and other relevant financiers in the field of artistic activity
- identify and formulate their need for additional knowledge and describe methods for developing their competence

Entry requirements

General entry requirements. Moreover, the student must have completed courses equivalent to at least 45 credits from the first year of study on the Bachelor Programme in Graphic Design and Illustration.

Forms of examination

Mainly oral and visual presentations. Written presentations and statements may occur. Participation in tutorials, presentations and joint discussions.

The examiner is responsible for providing the grading criteria for the examination, and for these to be published on the intranet.

Students who receive the grade Fail (underkänd) in an examination are entitled to take a further five tests as long as the course is given, in order to achieve the grade Pass. Students who fail an exam twice by an examiner are entitled to request that another examiner is appointed to decide grades for the test. A request should be made to the Head of Department.

Reading list and other study material

The reading list is presented in each module description.

Additional information

The department is responsible for ensuring that other essential information such as detailed teaching methods and grading criteria are available to students before the start of the course.

The course cannot be credited in the degree at the same time as the completed and approved course, the content of which fully or partially corresponds to the content of the course.

Students may request that examinations according to this syllabus be carried out a maximum of

two times during a two-year period after it has ceased to apply.

The course is part of the main field of visual communication.

The course is part of the bachelor's program Graphic Design and Illustration. The course is compulsory within the Bachelor's program Graphic Design and Illustration.

Teaching is conducted primarily in Swedish, however some teaching in English may occur.

This syllabus replaces the syllabus GIK210.