

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: GIK213

Established by: 2026-04-28, Prefekt

Valid from: Autumn semester 2026 (2026-08-31)

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. Drawing in the Archive, 3.0 Credits
	Module 2. Elective Modules, 4.5 Credits
	Module 3. Publication and Publishing 3: Spatially, 6.0 Credits
	Module 4. Play!, 4.5 Credits
	Module 5. Professional Life 1, 7.5 Credits
	Module 6. My Room: Reflection and Presentation 2, 1.5 Credits
	Module 7. My Room: The Studio 2, 3.0 Credits

Main course content

Module 1. Drawing in the Archive

The student deepens their knowledge of working with and critically relating to reference material, and is introduced to methods for working artistically with archives, with a focus on drawing as a recording, observing and interpreting tool.

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 historical directions in the fields activate the student's own artistic processes.

Module 2. Elective Modules

Individual work in a certain area.

Module 3. 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 4. 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 5. 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 6. 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 7. 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. The student is introduced to issues of sustainability, copyright, licensing and ethics in the use of AI in visual communication, and to the processes behind the functions of AI. Students reflect on their experiences and insights from the internship period in a visual and oral presentation.

Intended learning outcomes

Module 1. Drawing in the Archive

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

- orient themselves in digital and physical archives, libraries and collections outside the school
- account for and discuss visual and artistic sources of inspiration, and the working relationship with source material, based on their own and others' work
- demonstrate artistic methods for working with material from archives, libraries and collections
- use drawing as a recording, observing and interpreting tool

Module 2. Elective Modules

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

- 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 3. Publication and Publishing 3: Spatially

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

- 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 4. Play!

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

- 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 5. Professional life 1

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

- 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 6. My Room: Reflection and Presentation 2

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

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

Module 7. My Room: Studio 2

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

- 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
- demonstrate an understanding of sustainability, copyright, licensing and ethics in relation to AI in visual communication
- demonstrate a basic understanding of the mechanisms behind generative AI
- articulate a practitioner's contribution, knowledge and perspective in a produced work
- 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

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 part of the course description and published on Canvas.

Students who receive the grade Fail (underkänd) in an examination are entitled to take a further five examinations as long as the course is given, in order to achieve the grade Pass (godkänd). Students who fail an examination 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.

If there are special reasons, or a need for adjustments for a student who has been granted specific pedagogical support, the examiner may decide to deviate from the course syllabus provisions regarding the form of examination. For example, this may include alternatives such as replacement assignments or exemptions from compulsory course components. The content and learning outcomes, including the expected skills, knowledge, and abilities, may not be altered.

Reading list and other study material

The reading list is presented in each module description.

Additional information

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

This course may not be credited towards a degree together with similar courses taken and passed, where the content is completely or partly the same as the content of this 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 for GIK212.