KONSTFACK - UNIVERSITY OF ARTS, CRAFTS AND DESIGN

Department of Design, Interior Architecture and Visual Communication

COURSE SYLLABUS

Graphic Design and Illustration 5: Visual Complexity

30.0 Credits

Code: GIK313

Established by: 2024-04-30, Prefekt

Valid from: Autumn semester 2024 (2024-09-02)

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 3, 3.0 Credits
	Module 2: Professional Life 2, 7.5 Credits
	Module 3: Code!, 4.5 Credits
	Module 4: Text–Image–Typography: Narrative Processes, 9.0 Credits
	Module 5. Physidigital Life, 6.0 Credits

Main course content

Module 1: My room: The archive 3

Students apply their knowledge of working critically and reflectively with references, sources of inspiration and the history and theory of visual communication through their own artistic work that addresses paraphrasing, quotation and/or appropriation.

Module 2: Professional Life 2

Students exercise their ability to cooperate and independently organise and conduct a visual communication project on behalf of an external party. The task is a way of encouraging students to use their illustration, graphic design, and interactivity skills in a professional context where the final result is aimed at a target group.

Module 3: Code!

The module introduces students to modern electronic working methods through software and tools for iterative and process-based working, using programming to create form and image. Students discuss the changing role of the designer and illustrator and the implications of technology and where technology can be used.

Module 4: Text–Image–Typography: Narrative Processes

The module is an in-depth exploration of sequential storytelling, where students will independently formulate and create content as a dramaturgical concept in order to identify, formulate and solve problems with narrative techniques. Students apply a critical approach to using the relevant narrative methods and publication formats for the project.

Module 5. Physidigital Life

As part of the module, students use a design project to explore the conditions surrounding the field of visual communication in an increasingly digital world. They speculate on emerging technology and how this changes society. Students use practical exercises to explore how illustrators and graphic designers can participate in and both develop and challenge this growth. Students reflect upon the theories and implications of interactivity and digital media in relation to visual communication.

Intended learning outcomes

Upon completion of the module, students will be able to:

Module 1: My room: The archive 3

- independently formulate a design project in relation to paraphrasing, quoting and/or appropriating;
- discuss examples of artistic practices within visual communication that work with paraphrasing, quoting and/or appropriation;
- critically analyse their own work and references, and those of others with focus on paraphrasing, quoting, and/or appropriation based on historical and cultural perspectives and contexts.

Module 2: Professional Life 2

- carry out a communicative piece based on stipulated specifications and needs, coordinate, manage and implement a project in collaboration with other students and clients;
- visually and orally present ideas and final results to a potential client, using appropriate methods;
- critically reflect upon the relationship between design, production and the roles of various contributors in the work process;
- in an in-depth way reflect on sustainability in relation to professional activities within visual communication;
- identify, formulate and present a personal approach in relation to sustainability based on individual, social and environmental perspectives.

Module 3: Code!

- use the basic functions of programming tools for visual production;
- familiarise themselves with and discuss programming as a digital craft and tool;
- work with artistic exploration through programming;
- reflect over how emerging digital technologies affect visual communication and its practitioners;
- familiarise themselves with iterative methods and processes.

Module 4: Text–Image–Typography: Narrative Processes

- independently create a dramaturgical concept and sequential content;
- apply storytelling methods, creative tools and formats relevant to the project;
- identify, formulate and solve problems relating to narrative techniques;
- critically reflect upon and discuss content, concept and format in both personal creative work and the creative work of others;
- demonstrate the ability to place their work in historical and contemporary contexts.

Module 5. Physidigital Life

- visually and orally discuss the implications of an increasingly digital world in relation to visual communication;
- formulate visions around emerging technologies, and present them in a designed format;
- reflect upon possible applications of interactive and digital concepts in personal practice.

Entry requirements

General entry requirements.

During the course of study, the student must have completed a certain number of credits or a particular course in order to be allowed to begin the next term. The following threshold rules apply
to students who study in accordance with this course syllabus:

- in order to start studies in the third year, a pass grade in courses equivalent to at least 105 credits is required, of which 45 credits must be from the second year of study.

Forms of examination

Mainly oral and visual presentations. 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 compulsory.

The course is part of 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 GIK311.