



APPLIES TO ACADEMIC YEAR 2011/2012

PRK 3647 Introduction to Graphic Design

Programme

Bachelor in Public Relations (3. year)

Responsible for the course

Peggy S Brønn

Department

Department of Communication - Culture and Languages

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

This is a practical course that provides a foundation for producing visual communications to meet Public Relations objectives based on the premise that memorable visual messages with text have the greatest power to inform, educate and persuade an individual. Students will be introduced to the work of professional Public Relations practitioners through visual communication; graphic design and page layout, in order to understand why some images are remembered while most are not. The course includes the fundamentals of design, visual thinking, concept development, typography, composition, and colour.

COMPOSITION: effective ways of using images

TYPOGRAPHY: history/classification/anatomy/spacing

GRID/LAYOUT: Grid as frame/Singlecolumn grid/multicolumn grids/modular grids

Learning outcome

Acquired knowledge

Students will learn to tell stories in graphic design and how to present them in order to meet public relations objectives. Specifically they will learn how to:

- apply graphic design and understand its role in the visual communication,
- introduce methods, processes and the use of the most common graphic designers tools
- have a command of visual and argumentative skills
- use techniques and programs to be able to design visual communication devices

They will also understand the process of creating a visual identity, including the essence of visual identity, creative methods for creating a visual identity and basic elements of a visual identity: name, logo, typography, colour and pattern/photostyle/illustration

Acquired Skills

Upon completion of this course, students will be able to research, plan, write and create visual Public Relations communications for a client. This includes the ability to produce fliers, logos, and brochures. They will have mastered the basics of Adobe InDesign, and/or Adobe Illustrator, (CS5).

Reflection

Students will improve their visual literacy and begin to observe more critically. They will also learn to apply the principles of visual communication ethically in the practice of Public Relations.

Prerequisites

Completion of the course PRK 3406 Introduction to Public Relations or equivalent course.

Compulsory reading

Books:

Lupton, Ellen and Jennifer Cole Phillips. 2008. Graphic design : the new basics. Maryland Institute College of Art

Lupton, Ellen. 2010. Thinking with type : a critical guide for designers, writers, editors, & students. 2nd rev. and expanded ed. Princeton Architectural

Articles:

Divers readings

Recommended reading

Course outline

- What is Graphic Design?
- Essential Graphic Design Tools
- The Design Process
 - Building blocks of design: Lines, Shapes, Texture, Colour
 - The Big picture: balance, proximity, alignment, repetition, contrast, and white space
- Designing For Print vs. The Web
- The Elements of Design

Computer-based tools

Students must bring to class a computer with the ability to run Adobe InDesign or Adobe Illustrator.

Learning process and workload

The course will primarily consist of lectures with an emphasis on practice by students. 30 hours will be based on lectures supplemented with cases that the students will be required to comment on at class meetings.

Recommended workload in hours

Activity	Timebruk
Participation at lectures	30
Prepare for lecture / reading literature	40
Work with the portfolio	60
Preparation for the examination	30
Guidance	15
Group work	25
Total recommended use of tim	200

Use of hours

Lectures: 30 hours
Individual and Group work guidance: 15 hours

Examination

The students will be tested in two examinations, both of which must be completed and passed before a grade for the course is awarded. The portfolio will be published at the start of the semester.

Part 1 – The portfolio can be completed individually or in groups of up to 3 students. The portfolio must be submitted before the written examination.

Part 2 – A three-hour individual written examination.

Examination code(s)

PRK 36471 Portfolio assessment accounts for 70 % of the grade in , PRK 3647 Introduction to Graphic Design, 7.5 ECTS.

PRK 36472 written examination accounts for 30 % of the grade in PRK 3647 Introduction to Graphic Design, 7.5 ECTS.

Examination support materials

All support materials are allowed for the portfolio assessment.
No support materials are allowed for the written exam.

Re-sit examination

A re-sit for the portfolio (PRK 36471) is held in connection with the next regular course.

A re-sit for the written exam (PRK 36472) is held in connection with the next regular course.

Re-sit examinations can be taken separately.

Additional information