



APPLIES TO ACADEMIC YEAR 2012/2013

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 theoretical and practical course that seeks to increase awareness of visual communications. The students will get an introduction to graphic design so that in their future work with Public Relations they are in a better position to communicate with graphic experts about visual solutions and also have the knowledge to be able to evaluate recommendations. The course will help students make qualitative decisions by evaluating visual communication between organizations and their stakeholders. Through 'playing' with the subject, students will develop a greater visual competence and grasp essential problem situations.

Learning outcome

Students will learn to appreciate graphic design and how it is used to meet public relations objectives.

Specifically they will learn:

- Graphic design and understand its role in the visual communication,
- Methods, processes and the use of the most common graphic designers tools
- Elementary visual and argumentative skills
- 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/photo style/illustration

Acquired Skills

Upon completion of this course students will be able to judge and evaluate, and eventually provide advice on elementary elements of visual communication for a client or employer

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

The course is based on knowledge from the previous course PRK 3406 Introduction to Public Relations or equivalent.

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:

Handouts og notater. Publisieres på It's Learning

Recommended reading

Books:

Rannem, Øyvin. 2005. Typografi og skrift. Abstrakt forlag

Course outline

- Concept development/conceptual thinking/ethics
- Picture analysis/ethics
- Typography
- Genres
- Target groups
- Colour
- Composition/grid
- Visual identity/brand/ethics

Computer-based tools

Basic computer skills are essential. Part of the course will be taught in the PC lab using specially-designed software.

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.

Final grade in the course will be based on a portfolio assessment and a written examination. The portfolio must following contents:

1. Four completed task solutions from classes

Several small practical tasks will be given in class during the course. These are to be solved with a visual approach. At least four of these tasks must be handed in as a part of the portfolio, and the students are free to choose which ones. The tasks will be published on It's Learning so students who are absent can solve them on their own, although no guidance will be offered.

2. Two different "Mood boards"

This is larger task using tools like typography, colours, shapes, composition etc. students will make two Mood boards illustrating e.g. being serious, traditional, romantic, dreamy, youthful, conservative, safe, scary.

Recommended workload in hours:

Activity	Use of hours
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 hours	200

Use of hours

30 hours - Lectures

15 hours - Individual and Group work guidance

45 hours total

Examination

Final grade in the course will be based on following activities and weights:

Part 1 – Portfolio evaluation, counts 70% of final grade

Details about portfolio requirements are given under the paragraph Learning process and workload.

Part 2 – A three-hour individual written examination, counts 30% of final grade.

Both parts must be completed and passed to obtain final grade.

Examination code(s)

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

PRK 36472 Written examination, counts 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.

Copies of the submitted portfolio PRK 36471 is allowed for the written exam.

Re-sit examination

A re-sit examination both for the portfolio and the written exam are offered at the next regular course. Re-sit examinations can be taken separately.

Additional information