



APPLIES TO ACADEMIC YEAR 2014/2015

PRK 3647 Introduction to Graphic Design

Programme

Bachelor of Public Relations (3. year)

Responsible for the course

Peggy S Brønn

Department

Department of Communication and Culture

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 course PRK 3406 Introduction to Public Relations or equivalent.

Compulsory reading

Books:

Wheeler, Alina. 2013. Designing brand identity : an essential guide for the whole branding team. 4th ed. Wiley

Recommended reading

Books:

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

Course outline

- Brand Basics
- Brand Identity Ideals
- Brand Identity Elements
- Brand Identity Forces
- Conducting Research
- Clarifying Strategy
- Designing Identity
- Creating Touchpoints
- Managing Assets
- Best Practices

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:

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.

Recommended workload in hours

Activity	Time br k
Participation at lectures	30
Prepare for lecture / reading literature	40
Work with the portfolio	60
Exam preparation	30
Guidance	15
Group work	25
Total recommended use of tim	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

This course will be lectured for the last time spring 2015.
Re-sit exam will be offered autumn 2015 and last time spring 2016.
Re-sit examinations can be taken separately.

Additional information