



LUND
UNIVERSITY

Faculties of Humanities and Theology

BBHB31, Book History: Graphic Design - Theory and History, 7.5 credits

Bokhistoria: Grafisk design - teori & historia, 7,5 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the programmes director by delegation from the pro-dean for first- and second-cycle studies on 2007-06-18 to be valid from 2007-06-18, autumn semester 2007.

General Information

The course is offered as a single course. It can normally be included as part of a general degree at the undergraduate or graduate levels. With the approval of the relevant authenticating body, it can also be included in certain professional degrees.

Language of instruction: Swedish

Main field of studies

Cultural Sciences

Depth of study relative to the degree requirements

G1F, First cycle, has less than 60 credits in first-cycle course/s as entry requirements

Learning outcomes

On completion of the course the student shall

Knowledge and understanding

- be able to describe the historical development of graphic design in the Western world from the 15th century until the present, including technical issues and issues regarding form, dispersion trends and major movements
- be able to give an account of the theories of graphic design and be able to relate them to both graphic products and their historical context.

Competence and skills

- be able to discern, analyse and discuss graphical products from a design perspective in relation to their historical context and theory of design, in an autonomous manner and both orally and in writing and by doing this, demonstrate that he/she can apply a scholarly approach
- be able to identify and analyse characteristic features of style in graphical products.

Judgement and approach

- be able to make basic assessments on the motives behind various theories and major movements within the area of graphic design
- be able to take a position on and discuss issues concerning the relationship of graphic design to ideology, gender and ethnicity.

Course content

The course deals with the theory and history of graphic design in the West from the time of hand-written manuscripts to the present, with an emphasis on the period post 1450. The development of graphic design is studied in relation to its ideological and social context. The course covers the formation of letters and the history of typeface, various types of document, and changes in technique, material, layout, design, book binding and the distribution of graphic design. The course deals with key innovators, movements and theories. Topics discussed range from Renaissance typography, the 18th century graphic world of form and the industrialisation of typography via the Arts and Crafts movement and modernism, to the mass marketing typography and digitalisation of today.

Course design

Teaching consists of lectures, seminars, exercises, laboratory sessions and study visits. Obligatory, assessed seminars and exercises are included.

Assessment

The following examination forms may occur: written tests at the end of each sub-course, continuous assessment in the form of home assignments, exercises and seminars.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, Pass, Pass with distinction.

Entry requirements

To be eligible for the course requires the successful completion of 60 higher education credits, or the equivalent.

Further information

1. The points allocated for course content that in whole or in part is commensurate with another course can only be credited once for a degree. For further details see the current registration information and other relevant documentation.
2. This course is also offered as a sub-course in BBHK01.

Subcourses in BBHB31, Book History: Graphic Design - Theory and History

Applies from H07

0701 Examination, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction