



Curriculum for Bachelor programme in Graphic Design and Illustration

Studieplan for bachelorstudium i grafisk design og illustrasjon

180 credits

Adopted by the Academy Board (18/12/12)
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PART 1

1.1. Brief outline of the programme

Name of programme	Bachelor programme in Graphic Design and Illustration Bachelorstudium i grafisk design og illustrasjon
Programme code	BAGI
Leads to qualification	Bachelor's degree in Graphic Design and Illustration Bachelor i grafisk design og illustrasjon
Duration of study	3 years - full time
Credits	180
Language of instruction	Norwegian

1.2. Brief description of the programme

Programme option

The Bachelor programme in Graphic Design and Illustration is a professional training with an artistic basis. The theory and history of the subjects and their role in society are key factors and shall help create independent, reflective, secure professional practitioners. There is a close dialogue between teacher and student and a worthwhile learning environment among the students.

The programme covers two subject areas: graphic design and illustration. Both of them constitute equally large parts of the education.

This education is practical and studio-based and is based on the print media. Instruction is provided in motion graphics and in screen-based publishing and emphasis is given to creative processes that promote testing and experimentation in the work of turning ideas into results.

The student develops aesthetic and technical knowledge, strategic and conceptual skills and skills in publicizing their work. The programme puts emphasis on developing the students' visual vocabulary, critical and investigative attitude and personal professional approach. It is assumed that the students will take an active learning role in promoting their own development in the field of design in a programme that combines theory and practical experience.

The programme has the goals of advancing the subject and improving the society.

Department of Design

The Bachelor programme in graphic design and illustration is one of the programmes offered by the Department of Design at the Oslo National Academy of the Arts. This department offers three professionally oriented Bachelor programmes:

- Interior Architecture and Furniture Design
- Fashion and Costume Design
- Graphic Design and Illustration

The design programmes at the department are based on a humanistic visual arts tradition and emphasize solutions that contribute to the society's diversity and total quality in both a local and a global context.

The programmes are associated with the department's development work and research in the field of design.

The programme gives qualifications and/or qualifies the student for

Graduates with a Bachelor's degree in graphic design and illustration shall be competent practitioners with broad expertise in the field of design, and they will be able to practice professionally in broad range of design projects.

A completed programme provides a basis for practice of the profession in a chosen area of specialization and qualifies the student for admission to graduate degree programmes in the field of design.

1.3. Admission

Admissions are made on the basis of passed entrance examinations and a Higher Education Entrance Qualification. Exceptions to the Higher Education Entrance Qualification may be made for applicants who can document special professional qualifications in the entrance examination. In the admissions process, emphasis is placed on the applicant's abilities, understanding of form and capability of reflection in the fields of design and illustration.

Applicants will be assessed on the basis of the above-mentioned information they furnish and their potential for development, abilities, ambition and knowledge in the fields of graphic design and illustration. The entrance examination is two-part and may include an interview.

Link to the entrance examination and application form

1.4. Learning outcomes

On completing the programme, the student shall:

- have developed professional design competence that combines practical skills, theoretical and technical knowledge and an understanding of form and aesthetics
- have an overview of and be able to update the history, breadth, development trends and aesthetic issues in the academic field and demonstrate the ability to transform these into specific work
- be able to discuss and reflect upon his/her own and others' work and take part in academic discussions in both oral and written form
- demonstrate knowledge about and skills in the use of methods and processes for developing ideas into results
- be able to plan and complete complex projects individually or in collaboration with others
- have a knowledge of and be able to employ a rich visual vocabulary
- be aware of his/her own artistic and professional design approach and be able to update his/her knowledge and skills in an independent way

1.5. Structure and implementation

The progression through the Bachelor programme involves a successive transition from exercises in individual thematic areas to complex problem-solving. In addition, the degree of self-study is gradually increased in order to provide practical competence in project management and/or planning and the ability to make independent choices.

The programmes in the Department of Design have several common core courses and design projects.

The programme covers two subject areas: graphic design and illustration. Both constitute equally large parts of the education, but during his/her third year of study the student chooses to specialize in one of these subject areas.

Year 1

The courses in the first year are of an introductory nature, with many courses of short duration. The students try out a number of professional approaches and techniques and emphasis is given to basic professional knowledge and an understanding of materials. Specific training is given in digital software and techniques of craftsmanship. At the same time, the students begin to reflect upon their own work and to give responses to the work of others. The first year includes a number of courses that are shared with the other Bachelor programmes at the Department of Design.

Year 2

Specialization in graphic design and illustration is introduced. The courses are more complex, and more is required of the students' independence and level of reflection. The courses are of a more project-oriented nature, which prepare the students for a more investigative and thoughtful approach. The second year includes common core courses in theory and methods that are shared with the other Bachelor programmes at the Department of Design.

Year 3

During the first semester of the third year, the student chooses to specialize in either graphic design or illustration. The distribution between compulsory and self-chosen courses is approximately equal. High requirements are set on the students' independence, self-motivation and level of reflection. The last semester is primarily devoted to the final Bachelor Project in the chosen area of specialization on the student's self-defined topic.

The scope of the programme and/or workload in each course is described in terms of credits. 60 passed credits represent a one-year full-time programme. One credit represents 25 to 30 actual hours of work for the student. Actual hours of work are defined as those devoted to teacher-directed instruction, supervision and independent work. Some courses may use a lot of teacher-directed instruction, while other courses require students to do more independent work.

1.5.1. Structure of the courses

Overview of all courses, including credits:

Course code	Course name	Credits per year		
		Year 1	Year 2	Year 3
GI105	Graphic design 1: Basic tools	7,5		
GI106	Graphic design 2: Form and expression	7,5		
GI107	Illustration 1: Basic tools	7,5		
GI108	Illustration 2. Form and expression	7,5		
GI103	Motion graphics 1: Basic tools	5		
GI104	Graphic design and illustration theory 1	5		
DE102	Historical and contemporary design	5		
DE104	Design, culture and society	5		
DE101	Design 1	5		
DE103	Design 2	5		
GI206	Graphic design 3: Communication and presentation		7,5	
GI207	Graphic design 4: Process and production		7,5	
GI208	Illustration 3: Communication and presentation		7,5	
GI209	Illustration 4: Process and production		7,5	
GI203	Motion graphics 2: Process and production		5	
GI204	Graphic design and illustration theory 2		5	
GI205	Bachelor project in graphic design and illustration		10	
DE201	Design theory		5	
DE202	Design methodology		5	
DE301	Design and future			5
GI301	Graphic design 5: Technique and method workshop			7.5
GI302	Illustration 5: Text and interpretation			7.5
GI305	Specialization in graphic design and illustration			10
GI304	Graphic design and illustration theory 3			5
GI306	Project planning and presentation			5
GI350	Bachelor project			20
	TOTAL	60	60	60

See part 2, pp. 6-28 for course descriptions.

1.5.2. Exchange

The Oslo National Academy of the Arts facilitates student exchanges with other educational institutions during the period of study. The Bachelor's degree students at the Department of Design may take part in an exchange during the 1st semester of the 3rd year of study.

Up-to-date information about the Oslo National Academy of the Arts' exchange agreements is available on www.khio.no.

1.6. Teaching and learning methods

The teaching is practical and studio-based and is based on the print media. Instruction is provided in motion graphics and screen-based publishing.

The programme is mostly organized in projects and includes both abstract and experimental assignments and realistic projects. The projects develop design expertise with regard to focus and theme, project management and experience with both individual and group processes.

The programme consists of teacher-directed instruction, supervision and independent work. Learning methods include courses, studio work, lectures, a syllabus, workshops, excursions, surveys, presentations and/or exhibitions, individual and/ or group assignments and projects. The programme is designed to encourage a successive increase in self-study as the programme progresses.

The teaching in the programme is grounded in design-, visual art-, research- and experience-based knowledge and is closely tied to the professional development in the Department of Design.

The coursework requirements for the programme include:

- completion of all assigned tasks in each course by the scheduled deadlines for submission
- active attendance of compulsory instruction, at least 80%

Further information about the coursework requirements is presented in the course descriptions.

There will be opportunities for field trips in Norway and abroad during the programme.

The language of instruction is Norwegian. Additionally, some teaching, supervision and reading is in English.

Regulations on absences and leaves are set in the *'Forskrift om studiene ved Kunsthøgskolen i Oslo'* ('Regulations on studies at the Oslo National Academy of the Arts').

1.7. Assessment

Coursework requirements must have been approved in order for the students to receive a final assessment in the courses.

The courses are assessed on the basis of the learning outcomes that have been set for each individual course as well as the coursework requirements.

Forms of assessment may include presentations, exhibitions, continuous presentations and/or reviews, tests, written work and portfolios. The assessment is performed in collaboration between the course coordinator and internal and external guest teachers.

Further information about the forms of assessment is presented in the individual course descriptions.

In order to ensure the progression in the programme, all of the courses in one year of study must be passed before the student may go on to the next year of study. In the 3rd year, all courses must be passed before the course, Bachelor project can commence. In exceptional cases, this requirement may be waived after an application has been submitted to the dean.

All courses in the programme must be passed before the student may be awarded the Bachelor's Degree in Graphic Design and Illustration.

All courses in the programme are assessed by the awarding of either a pass or a fail grade.

Further provisions on the assessment and exam are set in the *'Forskrift om studiene ved Kunsthøgskolen i Oslo'* ('Regulations on studies at the Oslo National Academy of the Arts').

1.8. Quality assurance

The Oslo National Academy of the Arts has systems to ensure and further develop the quality of all aspects of the education. Students are important contributors to this work, in part by their participation in student evaluations and the annual Learning Environment Survey.

PART 2

2.1. Course descriptions for the 1st year of study

2.1.1. Graphic design 1: Basic tools

Grafisk design 1: Grunnleggende verktøy

Brief outline of the course

Credits	7,5
Course code	GI105
Course level	BA
Course plan	1st year
Prerequisites	Admission to Bachelor programme in Graphic Design and Illustration
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

This course introduces graphic design as a subject and method of approach. An introduction is given in basic digital and analogue technology together with an introduction to workshop. A basic introduction to typography is a key topic and likewise fundamental principles for graphic production.

Overview of the course:

- introduction to graphic design
- introduction to typographic categories, rules and principles
- graphic design materials, tools and graphic production
- criticism and evaluation

Learning outcomes

On completing the course, the student shall:

- have a basic knowledge about the variation and possibilities inherent in graphic design
- have a basic knowledge of typographic categories, rules and principles
- have fundamental experience with the tools used in graphic design
- know the basic principles of graphic production

Teaching and learning methods

This course consists of introductions and brief assignments. The course includes lectures, self-study, assigned problems, workshop and project work.

The coursework requirements are:

- a minimum requirement of 80% attendance
- submission of all assignments

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers.

2.1.2. Graphic design 2: Form and Expression

Grafisk design 2: Form og uttrykk

Brief outline of the course

Credits	7,5
Course code	GI106
Course level	BA
Course plan	1st year
Prerequisites	Admission to Bachelor programme in Graphic Design and Illustration
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

This course introduces the variation of form and expression in graphic design. Proportions between graphic design, expression and communication are investigated. The different genre, conventions and expressions of the disciplines and their influence on how we communicate will be discussed.

Overview of the course:

- Specialization in graphic design
- typography
- graphic production
- analysis of genre and convention within graphic design
- criticism and evaluation

Learning outcomes

On completing the course, the student shall:

- have a fundamental knowledge of work processes used in graphic design
- be able to deploy the contrast and relations between shape and expression in your own work
- know how to use different genre and categories in graphic design
- know the basic principles of graphic production

Teaching and learning methods

This course consists of introductions and brief assignments. The course includes lectures, self-study, assigned problems, workshop and project work.

The coursework requirements are:

- a minimum requirement of 80% attendance
- submission of all assignments

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers.

2.1.3. Illustration 1: Basic tools

Illustrasjon 1: Grunnleggende verktøy

Brief outline of the course

Credits	7,5
Course code	GI107
Course level	BA
Course plan	1st year
Prerequisites	Admission to Bachelor programme in Graphic Design and Illustration
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

This course introduces fundamental tools and techniques of illustration. The course will give an introduction to digital and analogue techniques and introduction to the different ways of approaching and working with illustration.

Overview of the course:

- introduction to illustration
- techniques and materials of illustration
- digital and analogue technology
- development of ideas
- criticism and evaluation

Learning outcomes

On completing the course, the student shall:

- have a fundamental knowledge of illustration
- be able to use the fundamental tools and techniques of illustration
- be able to use fundamental principles within illustration and use them in practical work
- be able to present and discuss his or her own work in a group
- be able to use different processes to develop ideas within illustration

Teaching and learning methods

This course consists of introductions and brief assignments. The course includes lectures, self-study, assigned problems, workshop and project work.

The coursework requirements are:

- a minimum requirement of 80 % attendance
- submission of all assignments by the agreed deadline

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers.

2.1.4. Illustration 2: Form and Expression

Illustrasjon 2: Form og utrykk

Brief outline of the course

Credits	7,5
Course code	GI108
Course level	BA
Course plan	1st year
Prerequisites	Admission to Bachelor programme in Graphic Design and Illustration
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

This course will introduce form and expressional variations within illustration. Different ways to illustrate and the disciplines genre and conventions will be examined. Photography will be introduced as a tool of illustration.

Overview of the course:

- Specialization in illustration
- Photography as a tool of illustration
- Editorial illustration
- development of ideas, analysis, visualisation and materialisation
- criticism and evaluation

Learning outcomes

On completing the course, the student shall:

- be able to use basic methods to develop ideas and set them in production
- deploy the relationship between form and expression in your own work
- be able to use basic processes of work within illustration
- use different genre and categories within illustration

Teaching and learning methods

This course consists of introductions and brief assignments. The course includes lectures, self-study, assigned problems, workshop and project work.

The coursework requirements are:

- a minimum requirement of 80 % attendance
- submission of all assignments by the agreed deadline

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers.

2.1.5. Motion graphics 1: Basic Tools

Bevegelig grafikk 1: Grunnleggende verktøy

Brief outline of the course

Credits	5
Course code	GI103
Course level	BA
Course plan	1st year
Prerequisites	Admission to Bachelor programme in Graphic Design and Illustration
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

This course introduces motion graphics as a subject and method of approach. An introduction is given in the theory related to narrative with full-motion video and specific education, and training is provided in necessary software.

Overview of the course:

- introduction to motion graphics and sequential storytelling
- introduction to the experimental and graphical history of film, movable typography
- communication through animation and film
- digital tools
- introduction to audio and audio editing

Learning outcomes

On completing the course, the student shall:

- know the key parts of the history of graphical experimental film
- have a fundamental knowledge of the variation and possibilities inherent in motion graphics
- have basic skills in relevant tools
- be able to reflect upon the relationship between movable and static design and typography

Teaching and learning methods

This course consists of introductions and brief assignments, and the students try out their own attempts and experiments. The course includes lectures, self-study, assigned problems, workshop and project work.

The coursework requirements are:

- a minimum requirement of 80 % attendance
- submission of all assignments

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers.

2.1.6. Graphic design and illustration theory 1

Studieretningsteori 1: Faghistorie

Brief outline of the course

Credits	5
Course code	GI104
Course level	BA
Course plan	1st year
Prerequisites	Admission to Bachelor programme in Graphic Design and Illustration
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

This course is theoretical and concentrates on the specific history and development of theory in graphic design and illustration. In addition, it introduces text and video theory. This course complements the course, Design, culture and society.

Overview of the course:

- history of graphic design
- history of illustration
- critical theory, video theory and text theory
- introduction to rules and principles for writing

Learning outcomes

On completing the course, the student shall:

- have a fundamental knowledge about the history and theory of the field in the programme
- be able to discuss and reflect upon the relationship between history of the field and professional praxis
- have a fundamental knowledge of key texts and theories in critical theory, literary theory, aesthetic theory and semantics

Teaching and learning methods

The course includes lectures, a required reading list, group discussions and written assignments.

The coursework requirements are:

- a minimum requirement of 80 % attendance
- submission of all assignments
- read all of the texts in the syllabus

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers.

2.1.7. Historical and contemporary design

Design, samtid og historie

Brief outline of the course

Credits	5
Course code	DE102
Course level	BA
Course plan	1st year
Prerequisites	Admission to Bachelor programme in Graphic Design and Illustration
Assessment	Pass/fail
Language of instruction	Norwegian
Included in the programme	The Bachelor programme in graphic design and illustration, the Bachelor programme in interior architecture and furniture design and the Bachelor programme in fashion and costume design .

Brief description of the course

This course provides a broad knowledge of design and art history in relation to our contemporary times. Fundamental questions will be discussed in depth, such as what design is and has been.

The course opens with an introduction to topics in the history of art and design from antiquity up to and including the Romantic period. Thereafter, the focus shifts to a survey of key epochs, perspectives, currents and episodes in design history, from the emergence of modern design at the close of the nineteenth century up to pop design and post-modernism in the 1980s and 1990s, while still casting a glance at the art world.

One of the main goals of the course is to develop the student's understanding of the surroundings and sharpen his/her awareness of the meaning inherent in the design of things. As future producers of pictures, rooms, objects, visual forms of expression and social situations, it is important that the students develop a conscious relationship to what they add to reality, not least with regard to the fact that we live in a visually overstimulated and hectic consumer culture, which gives grounds for critically examining the steadily increasing production of material and visual products.

Learning outcomes

On completing the course, the student shall:

- be able to analyse and discuss styles and epochs in writing, orally and visually
- be able to put contemporary design expressions in a historical perspective
- be able to see him-/herself, his/her professional performance and his/her professional point of view in perspective

Teaching and learning methods

Learning methods: lectures, required reading, self-study, study groups, presentations.

The coursework requirements are:

- at least 80% attendance of compulsory instruction
- presentation of relevant texts.
- submission of written work (workbook) by the specified deadline

Assessment

Coursework requirements must have been approved in order for the students to receive a final assessment in the courses.

Forms of assessment vary in the course. They may include presentations, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator, possibly in collaboration with other internal lecturers.

2.1.8. Design, culture and society

Design, kultur og samfunn

Brief outline of the course

Credits	5
Course code	DE104
Course level	BA
Course plan	1st year
Prerequisites	Admission to Bachelor programme in Graphic Design and Illustration
Assessment	Pass/fail
Included in the programme	The Bachelor programme in graphic design and illustration, the Bachelor programme in interior architecture and furniture design and the Bachelor programme in fashion and costume design.

Brief description of the course

Design, culture and society builds on Historical and contemporary design and provides a broad introduction to discourses in design theory related to our own contemporary times. The course is introduced with a contemporary historical survey of trends in design history from the start of the new millennium up to the present, with the focus on the media and information revolution, together with a trend in design from object to experience.

Learning outcomes

On completing the course, the student shall:

- have a broad insight into key discourses and theoretical perspectives related to contemporary design and art
- be able to pose problems on the basis of a topic in design theory or an aesthetic topic, and be able to formulate appropriate visual responses
- be able to find, gather and utilize art and design references from various sources

Teaching and learning methods

Learning methods: lectures, required reading, self-study, study groups, presentations.

The coursework requirements are:

- at least 80% attendance of compulsory instruction
- presentation of relevant texts.
- submission of written work (workbook) by the specified deadline

Assessment

Coursework requirements must have been approved in order for the students to receive a final assessment in the courses.

Forms of assessment vary in the course. They may include presentations, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator, possibly in collaboration with other internal lecturers.

2.1.9. Design studies 1

Designfag 1

Brief outline of the course

Credits	5
Course code	DE101
Course level	BA
Course plan	1st year
Prerequisites	Admission to Bachelor programme in Graphic Design and Illustration
Assessment	Pass/fail
Included in the programme	The Bachelor programme in graphic design and illustration, the Bachelor programme in interior architecture and furniture design and the Bachelor programme in fashion design and costume design.

Brief description of the course

The course consists of two parts:

Part 1:

A number of introductions to design studies at the National Academy of the Arts, together with theory and exercises relating to individual and group work processes

Part 2:

Theory and exercises involving the observation and description of surfaces, elements and form

The course may include:

- introduction to design
- introductions to the facilities of the National Academy
- drawing
- ornamentation

Learning outcomes

On completing the course, the student shall:

- have a fundamental knowledge about the design programme
- have a fundamental knowledge about individual and group processes
- have a fundamental knowledge of skills relating to surfaces, elements and form

Teaching and learning methods

Individual and group assignments, studio work, lectures, presentations and surveys. The student will be given continuous feedback upon the completion of partial assignments.

The coursework requirements are:

- attendance at specified times
- submission of completed assignments at agreed times and in the agreed way
- active participation in surveys and/or presentations
- active use of the syllabus, self-study

Assessment

Coursework requirements must have been approved in order for the students to receive a final assessment in the courses. The work is assessed relative to the course's learning outcomes.

The student will be given continuous feedback upon the completion of partial assignments. Assessment will be carried out for presentations, surveys and portfolios.

The course will be assessed as pass/fail by internal examiners and/or the course coordinator.

2.1.10. Design studies 2

Designfag 2

Brief outline of the course

Credits	5
Course code	DE103
Course level	BA
Course plan	1st year
Prerequisites	Admission to Bachelor programme in Graphic Design and Illustration
Assessment	Pass/fail
Included in the programme	The Bachelor programme in graphic design and illustration, the Bachelor programme in interior architecture and furniture design and the Bachelor programme in fashion and costume design.

Brief description of the course

This course consists of exercises and theory to promote observation, concepts and the description of form and colour. The exercises emphasize practical testing and surveys, promote the development of the student's own perception of aesthetic phenomena and provide a basis in creative processes associated with design work. The exercises utilize a number of 2D/3D tools and/or media in order to objectify, describe and visualize.

The course may include:

- drawing
- colour analyses
- perspective
- perception theory

Learning outcomes

On completing the course, the student shall:

- have a fundamental knowledge of drawing in order to describe and produce geometric and organic forms
- have a knowledge of terminology used in the description of colour and form
- have an understanding of his/her own perception in work with phenomena of colour and form

Teaching and learning methods

Individual and group assignments, studio work, lectures, presentations and surveys. The student will be given continuous feedback upon the completion of partial assignments.

The coursework requirements are:

- attendance at specified times
- submission of completed assignments at agreed times and in the agreed way
- active participation in surveys and/or presentations
- active use of the syllabus, self-study

Assessment

Coursework requirements must have been approved in order for the students to receive a final assessment in the courses. The work is assessed relative to the course's learning outcomes.

The student will be given continuous feedback upon the completion of partial assignments. Assessment will be carried out for presentations, surveys and portfolios.

The course will be assessed as pass/fail by internal examiners and/or the course coordinator.

2.2. Course descriptions for the 2nd year of study

2.2.1. Graphic design 3: Communication and Presentation

Grafisk design 3: Kommunikasjon og formidling

Brief outline of the course

Credits	7,5
Course code	GI206
Course level	BA
Course plan	2nd year
Prerequisites	Passed 1st year of study
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

The course will focus on graphic design as a channel of information. Information gathering, prioritization and presentation are essential parts of this course. Assessment of audience and visual layout will be discussed through practical work. The course emphasizes the relationship between text and image.

Overview of the course:

- typography
- editorial design
- text and image
- analyses of the audience
- strategic structural planning
- criticism and evaluation

Learning outcomes

On completing the course, the student shall:

- be able to develop a concept of graphic design
- be able to adapt the layout and channel of dissemination to a specific audience
- be able to employ a systematic, analytical and experimental method of working in graphic design
- be able to discuss goals, work processes and results in a group

Teaching and learning methods

This course consists of introductions and brief assignments. The course includes lectures, self-study, assigned problems, workshop and project work.

The coursework requirements are:

- a minimum requirement of 80 % attendance
- submission of all assignments

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, exhibitions, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers.

2.2.2. Graphic design 4: Process and Production

Grafisk design 4: Prosess og produksjon

Brief outline of the course

Credits	7,5
Course code	GI207
Course level	BA
Course plan	2nd year
Prerequisites	Passed 1st year of study
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

This course will focus on methods and processes in graphic design, from idea to the finished graphic profile. Both process and results will be emphasized. Completion and production will also be emphasized.

Overview of the course:

- Visual identity
- Typography
- Techniques of presentation
- Analysis of the work process, development and commissioning
- Criticism and evaluation

Learning outcomes

On completing the course, the student shall:

- be able to plan, develop and commission a visual profile
- be able to make professional visual choices
- be able to present, discuss and make argument for the end product

Teaching and learning methods

This course consists of introductions and brief assignments. The course includes lectures, self-study, assigned problems, workshop and project work.

The coursework requirements are:

- a minimum requirement of 80 % attendance
- submission of all assignments

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, exhibitions, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers

2.2.3. Illustration 3: Communication and Presentation

Illustrasjon 3: Kommunikasjon og formidling

Brief outline of the course

Credits	7,5
Course code	GI208
Course level	BA
Course plan	2nd year
Prerequisites	Passed 1st year of study
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

The course will focus on illustration as a message conveyor. It is emphasized that illustration is both a conceptual and a technical praxis. Instruction is given in the development of characters, and a theoretical foundation is provided for giving life to these characters in the form of a sequential narrative.

Overview of the course:

- caricature / portrait
- character development
- text and script
- introduction to sequential storytelling in illustration
- analyses of the audience
- criticism and evaluation

Learning outcomes

On completing the course, the student shall:

- be able to develop a concept of illustration
- be able to target an idea and expression to a specific group
- be able to develop illustrated characters and place them in a story
- be able to discuss goals, work process and results in a group

Teaching and learning methods

This course consists of introductions and brief assignments. The course includes lectures, self-study, assigned problems, workshop and project work.

The coursework requirements are:

- a minimum requirement of 80 % attendance
- submission of all assignments by the agreed deadline

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, exhibitions, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers.

2.2.4. Illustration 4: Process and Production

Illustrasjon 4: Prosess og produksjon

Brief outline of the course

Credits	7,5
Course code	GI209
Course level	BA
Course plan	2nd year
Prerequisites	Passed 1st year of study
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

This course will focus on different methods of illustration from idea to result through a complex project. Both process and results are emphasized.

Overview of the course:

- Sequential storytelling
- Comic / picturebook
- Text as illustration
- work process, analysis, development and result
- criticism and evaluation

Learning outcomes

On completing the course, the student shall:

- be able to plan and accomplish a major sequential illustration project
- be able to justify visual academic choices
- be able to present, discuss and justify the chosen solution
- be able to discuss goals, work process and results in a group

Teaching and learning methods

This course consists of introductions and brief assignments. The course includes lectures, self-study, assigned problems, workshop and project work.

The coursework requirements are:

- a minimum requirement of 80 % attendance
- submission of all assignments by the agreed deadline

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, exhibitions, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers.

2.2.5. Motion graphics 2: Process and Production

Bevegelig grafikk 2: Prosess og produksjon

Brief outline of the course

Credits	5
Course code	GI203
Course level	BA
Course plan	2nd year
Prerequisites	Passed 1st year of study

Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

This course builds further on Motion graphics I and goes into greater depth in various approaches and techniques related to storytelling with full-motion video and motion graphics.

Overview of the course:

- communication of complex content by means of motion graphics and film
- specialization in motion graphics, with the main emphasis on communication
- digital tools
- specialization in audio/audio editing
- introduction to video
- dramaturgy
- storyboard/animatics
- making film ready for different display platforms

Learning outcomes

On completing the course, the student shall:

- have an in-depth knowledge of the history of graphic film
- be aware of the variation and possibilities inherent in motion graphics
- be able to utilize relevant tools
- master the principles of motion graphics and screen-based animation
- be able to reflect upon his/her own approach and modes of expression

Teaching and learning methods

This course consists of introductions and brief assignments, and the students try out their own attempts and experiments. The course includes lectures, self-study, assigned problems, workshop and project work.

The coursework requirements are:

- a minimum requirement of 80 % attendance
- submission of all assignments

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, exhibitions, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers.

2.2.6. Graphic design and illustration theory 2

Studieretningsteori 2

Brief outline of the course

Credits	5
Course code	GI204
Course level	BA
Course plan	2nd year
Prerequisites	Passed 1st year of study
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

This course builds further on Graphic design and illustration theory I and goes into greater depth in the specific history and development of theory in graphic design and illustration. In addition, we go into greater depth in text and video theory, seen from the perspective of the professional discipline. The course complements Theory and methods.

Overview of the course:

- history of graphic design
- history of illustration
- critical theory, video theory and text theory

Learning outcomes

On completing the course, the student shall:

- have a knowledge of key topics in the history and theory of the field in the programme
- be able to reflect upon the academic history and his/her own work
- have a knowledge of key texts in critical theory, literary theory, aesthetic theory and semantics
- be able to reflect upon the relationship between professional praxis and theory

Teaching and learning methods

The course includes lectures, required reading, group discussions and written assignments.

The coursework requirements are:

- a minimum requirement of 80 % attendance
- submission of all assignments
- read all of the texts in the syllabus

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers.

2.2.7. Project in graphic design and/or illustration

Prosjekt i grafisk design/illustrasjon

Brief outline of the course

Credits	10
Course code	G1205
Course level	BA
Course plan	2nd year
Prerequisites	Passed 1st year of study
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

This course is project-based. The objective of the course is to prepare the students for their choice of a specialization in graphic design or illustration.

Overview of the course:

- Visual problem solving
- presentation of a complex content
- personal supervision
- criticism and evaluation

Learning outcomes

On completing the course, the student shall:

- be able to define and complete a self-defined project
- be able to gather relevant background materials
- be able to present and discuss his/her own work in the group

Teaching and learning methods

This course consists of introductions and brief assignments. The course includes lectures, self-study, assigned problems and project work.

The coursework requirements are:

- a minimum requirement of 80 % attendance
- submission of all assignments

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers.

2.3.8. Design theory

Design teori

Brief outline of the course

Credits	5
Course code	DE201
Course level	BA
Course plan	2nd year
Prerequisites	Passed 1st year of study
Assessment	Pass/fail
Included in the programme	The Bachelor programme in graphic design and illustration, the Bachelor programme in interior architecture and furniture design and the Bachelor programme in fashion design and costume design.

Brief description of the course

This course deals with design in a contemporary context.

It focuses on the diversity of meanings and opinions that design may give rise to at various stages of the life cycle of design expressions and design objects, from concept and production via staging and communication to consumption and application, reuse and disposal.

Theoretical perspectives from the research field called "material culture" play a key role: an interdisciplinary approach to design based on anthropology, art history, philosophy, critical and aesthetic theory, etc. - where aesthetic, semiotic, economic, socio-cultural and functional perspectives are drawn in to clarify and understand people's relationships to the things they surround themselves with.

Topics in the course may include user and market understanding, ethics, environment and sustainability, gender perspectives, technology and globalization.

Learning outcomes

On completing the course, the student shall:

- have an understanding of the contemporary context in which design work exists
- have an understanding of design's diversity versus the student's own standpoint
- be able to critically examine and reflect upon design

Teaching and learning methods

The course includes: lectures, a syllabus, self-study, semester project.

The coursework requirements are:

- compulsory submission and participation (at least 80% attendance) in all agreed general meetings, lectures, excursions and reviews

Assessment

Coursework requirements must have been approved in order for the students to receive a final assessment in the courses.

Forms of assessment vary in the course. They may include presentations, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator, possibly in collaboration with other internal lecturers.

2.2.9. Design methodology

Designmetodik

Brief outline of the course

Credits	5
Course code	DE202
Course level	BA
Course plan	2nd year
Prerequisites	Passed 1st year of study
Assessment	Pass/fail
Included in the programme	The Bachelor programme in graphic design and illustration, the Bachelor programme in interior architecture and furniture design and the Bachelor programme in fashion design and costume design.

Brief description of the course

Design in practice.

This course builds further on the understanding of context developed during the 3rd semester and lets the students test their knowledge in practical problem solving and concept development.

The course gives a project-based approach to design methodology. (Methodology: the teaching about or the presentation of the method(s) that are used in a certain area of work or in a certain profession).

This course may include both methods for creative processes and for surveying context and/or user needs.

Both individual processes and group processes may be included.

Learning outcomes

On completing the course, the student shall:

- have a knowledge of design methods and design methodological approaches
- have a knowledge of the strengths and limitations of various methods
- have practical experience with testing various methods
- be able to choose a suitable method for a specific task
- make use of the learning dimension in tasks

Teaching and learning methods

The course includes: 2-week practical project, lectures, a syllabus, self-study, project work, project assignment.

The coursework requirements are:

- compulsory submission and participation (at least 80% attendance) in all scheduled general meetings, lectures, presentations, excursions and reviews

Assessment

Coursework requirements must have been approved in order for the students to receive a final assessment in the courses.

Forms of assessment vary in the course. They may include presentations, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator, possibly in collaboration with other internal lecturers.

2.3. Course descriptions for the 3rd year of study

2.3.1. Design and the future

Design og fremtid

Brief outline of the course

Credits	5
Course code	DE301
Course level	BA
Course plan	3rd year
Prerequisites	Passed 2nd year of study
Assessment	Pass/fail
Included in the programme	The Bachelor programme in graphic design and illustration, the Bachelor programme in interior architecture and furniture design and the Bachelor programme in fashion design and costume design.

Brief description of the course

Design in a future context.

This course deals with the near and distant future: changes in social conditions that will have consequences for the designer's work, characteristics of the society's development and their effects on design and mutual interaction between the society and developments in design.

The course shall improve the student's ability to imagine new issues and ways of thinking and identify the factors that will be most decisive for the designer's work in the future.

A theme is chosen in collaboration with the students (e.g. changes in the environment and climate, the multicultural society, energy sources of the future, communication and technological development, the grey wave.)

Areas of work that can be included in the course:

- methods for developing scenarios
- innovation processes
- future studies and trend analysis

Learning outcomes

On completing the course, the student shall:

- be able to employ professional knowledge and relevant results from research and development work in the development of issues
- be able to find, assess and refer to information and technical materials and present them in such a way that they help clarify an issue
- be aware of innovation and innovation processes
- be able to exchange points of view and experiences with others with a background in the subject area and contribute to good professional praxis.

Teaching and learning methods

The course includes: lectures, a syllabus, group work, supervision, self-study.

The coursework requirements are:

- compulsory attendance of scheduled lectures, supervision, reviews and presentations
- submission of agreed work by agreed deadline, active use of syllabus

Assessment

Coursework requirements must have been approved in order for the students to receive a final assessment in the courses.

Forms of assessment vary in the course. They may include presentations, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator, possibly in collaboration with other internal lecturers.

2.3.2. Graphic design 5: Technique and method workshop

Grafisk design 5

Brief outline of the course

Credits	7.5
Course code	GI301
Course level	BA
Course plan	3rd year
Prerequisites	Passed 2nd year of study
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

The course is based on Graphic Design 1 and 2, and emphasizes analysis, strategy and presentation.

Overview of the course:

- specialization in typography
- academic research and information gathering- practical training
- layout and clarification of academic problems
- Knowledge in both production and materials in graphics- major
- Graphic design- project
- Criticism, reflection and evaluation, both oral and in writing

Learning outcomes

On completing the course, the student shall:

- be able to use knowledge about the variations and possibilities in graphic design
- be able to use an investigative approach to graphic design
- know how to use typographical categories, rules and principles
- know how to use different tools in graphic design
- know the principles in graphic production
- know how to use systematic, analytic and experimenting method of work in graphic design
- be able to reflect and discuss goals, work process and results in a group

Teaching and learning methods

This course consists of introductions and brief assignments. The course includes lectures, self-study, assigned problems, workshop and project work.

The coursework requirements are:

- a minimum requirement of 80 % attendance
- submission of all assignments by the agreed deadline

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, exhibitions, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers.

2.3.3. Illustration 5: Technique and method workshop

Illustrasjon 5: teknikk og metodeverksted

Brief outline of the course

Credits	7.5
Course code	GI302
Course level	BA
Course plan	3rd year
Prerequisites	Passed 2nd year of study
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

This course will look at different ways of working as an illustrator. Through visits of illustrators, the students will be introduced to different ways of academic approach and methods in intensive workshops. The different methods will be discussed and criticized.

Overview of the course:

- Presentation of the different academic methods in working with illustration
- Use of different methods in own work

- Presentations for both supervisor and fellow students
- criticism and evaluation

Learning outcomes

On completing the course, the student shall:

- could relate to different academic approaches relative to your own work
- could relate constructively and critically to the different methods in illustration
- be able to conduct an illustration project with given methodological preconditions

Teaching and learning methods

This course consists of introductions and brief assignments. The course includes lectures, self-study, assigned problems, workshop and project work.

The coursework requirements are:

- a minimum requirement of 80 % attendance
- submission of all assignments by the agreed deadline

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, exhibitions, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers.

2.3.4. Specialization in graphic design / illustration

Fordypning i grafisk design / illustrasjon

Brief outline of the course

Credits	10
Course code	GI305
Course level	BA
Course plan	3rd year
Prerequisites	Passed 2nd year of study
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

This course is project-based. The objective of the course is to prepare the students for their choice of a specialization in graphic design or illustration. The students will work towards defining their own project from an academic point of view. Experimentation and analytic research is central.

Overview of the course:

- own project in graphic design or illustration
- project description
- academic point of view
- presentation of process and results

- criticism and evaluation

Learning outcomes

On completing the course, the student shall:

- be able to present an academic point of view
- be able to accomplish a project equivalent with the given goals and point of view
- be able to explain the process and results for the group, both oral and in writing

Teaching and learning methods

The students work on an independent defined project.

The coursework requirements are:

- a minimum requirement of 80 % attendance
- submission of an independent project

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, exhibitions, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers.

2.3.5. Graphic design and illustration theory 3: Text and Interpretation

Studieretningsteori 3: Tekst og tolkning

Brief outline of the course

Credits	5
Course code	GI304
Course level	BA
Course plan	3rd year
Prerequisites	Passed 2nd year of study
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

This course builds on Graphic design and illustration theory I and II and draws in experiences from other parts of the programme and the student's own practical experience. The students specialize in a topic from the history of graphic design or illustration, and consider this in light of various theories. This work is compiled and submitted as a written assignment.

Overview of the course:

- lectures
- writing course
- final assignment
- supervision

Learning outcomes

On completing the course, the student shall:

- have a knowledge of key topics in the academic history of the area of study
- have a well thought out relationship to the history of the field, his/her own work and supporting theory and be able to put this in context with his/her own professional praxis
- be able to reflect upon the relationship between professional praxis and supporting theory in the subject areas of the area of study and formulate these in writing

Teaching and learning methods

The students shall transform their knowledge into a written assignment. The topic for the assignment will be self-chosen and shall combine history of the field with critical theory and analysis.

The course includes lectures, a required reading list, group discussions, supervision and written assignments.

The coursework requirements are:

- a minimum requirement of 80 % attendance
- submission of a final assignment

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers.

2.3.6. Project planning and presentation

Prosjektstyring og presentasjon

Brief outline of the course

Credits	5
Course code	GI306
Course level	BA
Course plan	3rd year
Prerequisites	Passed 2nd year of study
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

This course deals with planning, implementation, presentation and exhibition of a project in graphic design or illustration. Through lectures and courses, methods and techniques in project planning and presentation are discussed. The student will also gain his/her own experiences through various exercises. The course also deals with principles and practical experience in written technical reports to spread results.

Overview of the course:

- presentation and reporting techniques
- exhibition techniques
- planning and project planning
- documentation
- writing course

Learning outcomes

On completing the course, the student shall:

- have a knowledge of project planning and be able to put these ideas into practice

- be able to present and report the results of a project orally and in writing
- have a knowledge of exhibition techniques

Teaching and learning methods

This course consists of introductions and brief assignments. The course includes lectures, self-study, assigned problems, workshop and project work.

The coursework requirements are:

- a minimum requirement of 80 % attendance
- submission of all assignments by the agreed deadline

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment vary in the course. They may include presentations, exhibitions, continuous reviews, tests, written work and portfolios. Assessment is relative to the course's learning outcomes.

The course is assessed as pass/fail by the course coordinator and other internal lecturers.

2.3.7. Bachelor project

Bachelor project

Brief outline of the course

Credits	20
Course code	GI350
Course level	BA
Course plan	3rd year
Prerequisites	Passed all previous courses
Assessment	Pass/fail
Included in the programme	Bachelor programme in Graphic Design and Illustration

Brief description of the course

The students chose, plan and carry out a self-chosen project. The project is in a chosen area of specialization in graphic design or illustration and involves a specialization in one of these fields. The course combines both theory and practical experience through a written assignment and a larger practical project. The project is concluded with an oral presentation and a final exhibition.

Overview of the course:

- practical project work
- written assignment
- presentation of the project.
- exhibition of the project.

Learning outcomes

On completing the course, the student shall:

- demonstrate professional design competence that combines practical skills, theoretical and technical knowledge and an understanding of form and aesthetics in a comprehensive project

- demonstrate knowledge in the field and be able to relate this to his/her own work and put it in a social context
- be able to present, discuss and explain his/her own work and present this orally and in writing
- be able to demonstrate methodological competence in the work from idea to final results
- show knowledge in the planning and implementation of his/her own work
- be able to employ a rich visual vocabulary and be able to update and develop this through experimentation
- show an independent assessment ability and professional point of view

Teaching and learning methods

The student takes his/her point of departure in his/her chosen specialization in graphic design or illustration and chooses a final project. The project is practical and shall end up with a final result that shall be exhibited in the final degree show. The process leading to the final result is presented as a lecture with examiners, the collegium and students present.

Supervision by an internal and external supervisor.

The forms of work in the course are the student's own work, group meetings and personal supervision.

The coursework requirements are:

- a minimum requirement of 80 % attendance of group meetings
- submission of a project
- participation in supervision and the exhibition

Assessment

Coursework requirements must have been approved in order for the student to receive a final assessment in the course.

Forms of assessment in the course include presentation, exhibition, written work and a portfolio. Assessment is relative to the course's learning outcomes.

The course is assessed by an external examiner and two internal lecturers.

The course is assessed on a pass/fail scale.