Course Literature

Course Literature:

- Lupton, Ellen. (2015). Graphic Design: The New Basics. Second Edition. Princeton Architectural Press. **Rhythm and Balance pp. 48-59 (https://mau.instructure.com/courses/15338/files/2428654?wrap=1) (https://mau.instructure.com/courses/15338/files/2428654/download?download_frd=1) , Scale pp. 60-67 (https://mau.instructure.com/courses/15338/files/2428653?wrap=1) (https://mau.instructure.com/courses/15338/files/2428653/download?download_frd=1) , Color pp. 80-97 (https://mau.instructure.com/courses/15338/files/2428652?wrap=1) (https://mau.instructure.com/courses/15338/files/2428652/download?download_frd=1) , Gestalt pp. 99-116 (https://mau.instructure.com/courses/15338/files/2428651?wrap=1) (https://mau.instructure.com/courses/15338/files/2428651/download?download_frd=1) , Framing pp. 116-127 (https://mau.instructure.com/courses/15338/files/2428649?wrap=1) (https://mau.instructure.com/courses/15338/files/2428649/download?download_frd=1)** , and **(https://mau.instructure.com/courses/15338/files/2428650?wrap=1) Grid pp. 186-199 (https://mau.instructure.com/courses/15338/files/2428650?wrap=1) (https://mau.instructure.com/courses/15338/files/2428650/download?download_frd=1)**
- Lupton, Ellen. (2017). **Design Is Storytelling, pp. (https://mau.instructure.com/courses/15338/files/2428647?wrap=1) (https://mau.instructure.com/courses/15338/files/2428647/download?download_frd=1) 59-89 (https://mau.instructure.com/courses/15338/files/2428647?wrap=1) (https://mau.instructure.com/courses/15338/files/2428647/download?download_frd=1)** .
- Lupton, E. (2021). Thinking with Type. Princeton Architectural Press. **Thinking with Type. (https://mau.instructure.com/courses/15338/files/2428655?wrap=1) (https://mau.instructure.com/courses/15338/files/2428655/download?download_frd=1)**
- Raposo, Daniel. (2018). **Communicating Visually: The Graphic Design of the Brand. Introduction (https://mau.instructure.com/courses/15338/files/2428656?wrap=1) (https://mau.instructure.com/courses/15338/files/2428656/download?download_frd=1)** .
- Samara, Timothy. (2017). **Making and Breaking the Grid. (https://mau.instructure.com/courses/15338/files/2428646?wrap=1) (https://mau.instructure.com/courses/15338/files/2428646/download?download_frd=1) Second Edition, Updated and Expanded. Rockport Publishers. pp. 20-39 (https://mau.instructure.com/courses/15338/files/2428646?wrap=1) (https://mau.instructure.com/courses/15338/files/2428646/download?download_frd=1)** .

Additional Reading, Watching and Links:

Article: Yalanska, Marina. (2020). **Modern Graphic Design (https://blog.tubikstudio.com/modern-graphic-design-directions-and-purpose/)** . Tubik blog.

Video: Gareth, David. (2016). **What is Graphic Design (https://www.youtube.com/watch?v=dFSia1LZl4Y&t=122s)** . Gareth David Studio.

Methods 1A — Perception & Gestalt

- Article: Lupton, Ellen. (2015). Graphic Design: The New Basics. Second Edition. Princeton Architectural Press. **Gestalt pp. 99-116. (https://mau.instructure.com/courses/15338/files/2428651?wrap=1)** **(https://mau.instructure.com/courses/15338/files/2428651/download?download_frd=1)**
- Article: Chapman, Cameron. (2020). **Exploring the Gestalt Principles of Design (https://www.toptal.com/designers/ui/gestalt-principles-of-design)** . Toptal Designers.
- Video: Corayer, Michael. (2017). **Gestalt Laws of Perception (https://www.youtube.com/watch?v=lqque_JJRMo)** .

Methods 1B — Color

- Article: Lupton, Ellen. (2015). Graphic Design: The New Basics. Second Edition. Princeton Architectural Press. **Color pp. 80-97. (https://mau.instructure.com/courses/15338/files/2428652?wrap=1)** **(https://mau.instructure.com/courses/15338/files/2428652/download?download_frd=1)**
- Article: O'Grady, Neal. (2020). **Basic Color Theory for web design (https://webflow.com/blog/color-theory)** . Webflow.
- Video: GCFLearnFree.org (2016). **Beginning Graphic Design Color (https://www.youtube.com/watch?v=_2LLXnUdUIc)** .
- Links: **Adobe Color Wheel (https://color.adobe.com/sv/create/color-wheel)** and **Canva Color Wheel (https://www.canva.com/colors/color-wheel/)**

Methods 1C — Composition

- Article: Lupton, Ellen. (2015). Graphic Design: The New Basics. Second Edition. Princeton Architectural Press. **Rhythm and Balance pp. 48-59 (https://mau.instructure.com/courses/15338/files/2428654?wrap=1)** **(https://mau.instructure.com/courses/15338/files/2428654/download?download_frd=1)** , **Scale pp. 60-67 (https://mau.instructure.com/courses/15338/files/2428653?wrap=1)** **(https://mau.instructure.com/courses/15338/files/2428653/download?download_frd=1)** , **Framing pp. 116-127 (https://mau.instructure.com/courses/15338/files/2428649?wrap=1)** **(https://mau.instructure.com/courses/15338/files/2428649/download?download_frd=1)** .

- Article: Nikolaeva, Bilyana. (2016). **Design Principles & Composition (https://graphicmama.com/blog/design-composition-things-know/)** . Graphic Mama.
- Article: Stevenson, Oliver. (2020). **121 Graphic Design terms good to know (https://www.shillingtoneducation.com/blog/graphic-design-terms/)** . Shillington Education.
- Video: Davies, Gareth. (2016). **Hierarchy from What Is Graphic Design (https://www.youtube.com/watch?v=RlTZ98UXldw)** . Gareth David Studio.
- Video: Webflow (2019) **Visual Hierarchy for Web Design (https://www.youtube.com/watch?v=qZWDJqY27bw)** .

Tools 2A — Type, Grids & Layout

- Article: Lupton, Ellen. (2015). Graphic Design: The New Basics. Second Edition. Princeton Architectural Press. **Grid pp. 186-199 (https://mau.instructure.com/courses/15338/files/2428650?wrap=1) (https://mau.instructure.com/courses/15338/files/2428650/download?download_frd=1)** and **Diagram pp. 214-231 (https://mau.instructure.com/courses/15338/files/2428645?wrap=1) (https://mau.instructure.com/courses/15338/files/2428645/download?download_frd=1)** .
- Article: Samara, Timothy. (2017). **Making and Breaking the Grid (https://mau.instructure.com/courses/15338/files/2428646?wrap=1) (https://mau.instructure.com/courses/15338/files/2428646/download?download_frd=1)** . Second Edition, Updated and Expanded. Rockport Publishers. pp. 20-39.
- Article: Lupton, Ellen. (2022). **Thinking with Type. TYPE pages 61-106 (https://mau.instructure.com/courses/15338/files/2428655?wrap=1) (https://mau.instructure.com/courses/15338/files/2428655/download?download_frd=1)**
- Article: Bigman, Alex. (2013). **History of the Design Grid Part 1 (https://99designs.dk/blog/tips/history-of-the-grid-part-1/)** . 99 Designs.
- Article: Bigman, Alex. (2013). **History of the Design Grid Part 2 (https://99designs.dk/blog/tips/history-of-the-grid-part-2/)** . 99 Designs.
- Article: Tang, Christie. (2019). **Responsive grids and how to actually use them (https://uxdesign.cc/responsive-grids-and-how-to-actually-use-them-970de4c16e01)** . XD Design. **(https://uxdesign.cc/responsive-grids-and-how-to-actually-use-them-970de4c16e01)**
- Links: **Adobe Type (https://fonts.adobe.com/)** and **(https://fonts.google.com/%C2%A0) Google Fonts (https://fonts.google.com/)**

Tools 2B — Sketching: Design problems, Ideas & Creativity

- Article: Lupton, Ellen. (2017). **Design Is Storytelling, pp. (https://mau.instructure.com/courses/15338/files/2428647?wrap=1) (https://mau.instructure.com/courses/15338/files/2428647/download?download_frd=1) 59-89**

(https://mau.instructure.com/courses/15338/files/2428647?wrap=1) (https://mau.instructure.com/courses/15338/files/2428647/download?download_frd=1) .

- Article: Interaction Design Foundation (2022). What is Design Thinking? (https://www.interaction-design.org/literature/topics/design-thinking)
- Video: David, Gareth. (2017). Does a Graphic Designer Need Drawing Skills? (https://www.youtube.com/watch?v=uA-YvKbNC_I) David Gareth Studio.
- Video: InVision (2020). 5 Stages of Design Thinking (https://www.youtube.com/watch?v=-ySx-S5FcCI)

Tools 2C — Layout and Imaging

- Article: Samara, Timothy. (2017). Making and Breaking the Grid (https://mau.instructure.com/courses/15338/files/2428646?wrap=1) (https://mau.instructure.com/courses/15338/files/2428646/download?download_frd=1) . Second Edition, Updated and Expanded. Rockport Publishers. pp. 20-39.

Link: Free Stock photograph: Unsplash (https://unsplash.com/) and Pexels (https://www.pexels.com/)

- (https://www.pexels.com/) Link: Free illustrations: Free Vector, (https://www.freevector.com/) FreePik (https://www.freepik.com/) and Vecteezy (https://www.vecteezy.com/)

Research 3

- Article: Arena Animation (2021). The Significance of Design Research in Graphic Designing (https://www.arenaparkstreet.com/blog/the-significance-of-design-research-in-graphic-designing/)
- Article: Tudor, Teisanu. (2020). How to use Desk Research to kick-start your design process (https://uxdesign.cc/how-to-use-desk-research-to-kick-start-your-design-process-aab6e67fd7a4) . UX Collective.
- Article: Miro (2022). Online mood boards – find inspiration and grab your template (https://miro.com/blog/online-mood-boards-inspiration/)
- Article: Young, Jenn. (2021). Choosing the right social media channels for your business. (https://sproutsocial.com/insights/social-media-channels/) Sprout Social.
- Article: Olafson, Karin. (2022). Social Media Image Sizes 2021: Cheat Sheet for Every Network. (https://blog.hootsuite.com/social-media-image-sizes-guide/) Hootsuite.
- Video: Smart Draw (2018). How to do a SWOT analysis? (https://www.youtube.com/watch?v=JXXHqM6RzZQ)

Practical 4

- Article: Raposo, Daniel. (2018). **Communicating Visually: The Graphic Design of the Brand (https://mau.instructure.com/courses/15338/files/2428656?wrap=1)** **(https://mau.instructure.com/courses/15338/files/2428656/download?download_frd=1)** . Introduction.
- Article: Kristen, Naegle. (2021). **Ten simple rules for effective presentation slides (https://journals.plos.org/ploscompbiol/article?id=10.1371/journal.pcbi.1009554)** . Plos journal.
- Article: **Visual Hierarchy. (https://www.interaction-design.org/literature/topics/visual-hierarchy?utm_campaign=evergreen&utm_medium=post&utm_source=social-network&utm_content=article_image_post)** Interaction Design Foundation. Assessed on April 16, 2023.
- Article: **What is Accessibility? (https://www.interaction-design.org/literature/topics/accessibility)** Interaction Design Foundation. Assessed on May 9, 2023.
- Article: Joyce, Alita. (2022). **Inclusive Design (https://www.nngroup.com/articles/inclusive-design/#:~:text=sense%20of%20belonging.-,Inclusive%20design%20describes%20methodologies%20to%20create%20products%20that%20understand%20and,location%2C%20language%2C%20and%20race.)** . Nielsen Norman Group.
- Link: Case study with Accessibility — **Brand Sweden (https://identity.sweden.se/en)**

Software

We will use Adobe Creative Cloud (ACC) (InDesign, Photoshop and Illustrator) in the course but it is not mandatory to own. To purchase ACC and receive a **student discount click here. (https://www.adobe.com/creativecloud/plans.html)**

For students that do not have paid access to the Adobe Creative Cloud Suite (Photoshop, Illustrator, InDesign, etc.) Malmo University has the Affinity software available for students to download free. Here is how...

1. Download Affinity software from this link > under the Share folder (N:) and then > under the Campus folder: **http://access.mah.se/ (http://access.mah.se/)**

2. Download your Affinity software product keys on the IDService here: **http://idservice.mau.se (http://idservice.mau.se)**

We will also be using Google Slides, Google Fonts and Miro.

Email any questions to Elizabeth, **elizabeth.jensen@mau.se (mailto:elizabeth.jensen@mau.se)**