

## MASTER'S DEGREE STUDIES

Master of Arts (Art and Design)

Graphic Design

120 ECTS credits

### 1. GENERAL

Graphic design is related to visual communication and its design and research. It is based on aesthetic thinking in various environments of social activity and communication using the concepts of cultural interpretation and technological proficiency.

The degree studies in graphic design at the University of Lapland educate graphic designers who see their work as part of society's social practices, can question ready-made patterns of thought, feel the essence and the historical influence of visual communication and graphic design, and are able to apply their skills through various media.

The studies focus on attaining a general understanding of the field and visualizing cultural and communicational commodities, such as printed material and web communication. These may be used to disseminate information or to create visions. An essential part of visualization is typography, which makes language visible.

### 2. MASTER OF ARTS (ART AND DESIGN) DEGREE, 120 cr.

The Master's degree consists of advanced studies in the major subject (85 cr.), language studies (18 cr.) and optional studies (17 cr.). The optional studies are negotiated together with the teacher tutor and they could be used to fill in the gaps in the major or methodological studies, or to support research and academic writing skills.



Major studies in graphic design, 85 cr.

AGRA3100 Advanced studies in graphic design, 85 cr.

AGRA0724 Pictorial communication, 6 cr.

*Objective*

The student enhances his/her skills in graphic design and studies the styles, functions, and meanings of graphics in communication.

*Contents*

Visual culture and visual language, narrative graphics, and graphics used in the production of meanings and in influencing. The studies focus on the imagery of advertising and propaganda in various eras and on the interpretation of graphics.

*Implementation and working methods*

Lectures, exercises, picture analyses, and a seminar-type presentation and feedback discussion, a total of 50 hours. Independent work 112 hours.

*Required performance*

Active participation in lectures and exercises, own artistic production and its presentation.

Literature exam 1 cr.

*Information on literature and other material*

Other literature is announced during the course.

*Evaluation*

5–1/fail

*Period*

4<sup>th</sup> period

*Target group*

4<sup>th</sup> year

*Person in charge*

Lecturer of graphic design / Degree Programme in Graphic Design

*Teaching language*

Finnish/English

*Optionality*

Mandatory

*Literature*

Lupton, Ellen (1999) *Design writing research writing on graphic design*

Salo, Merja (2000) *Imageware kuvajournalismi mediafuusiossa* (graphics journalism in media fusion)

Newark, Quentin (2002) *What is graphic design?*

Malmelin, Nando (2003) *Mainonnan lukutaito* (Literacy in advertising)

AGRA0718 Publication design for printed media, 6 cr.

*Objective*

Having completed the course the student can

- link the publication production process to the operating models of the communications industry
- use his/her design, written communication, and collaboration skills in the publication design process

### *Contents*

The communication industry, publication of journals and books, publication genres. The design and production process from an idea to a publishable journal or book

### *Implementation and working methods*

Lectures, exercises, design of a journal/book, and a seminar-type presentation and feedback discussion, a total of 50 hours. Independent work 112 hours.

### *Required performance*

Active participation in lectures, exercises, and group work; an exam or essay.

### *Information on literature and other material*

Other literature is announced during the course.

### *Evaluation*

5 – 1 / fail.

### *Period*

Period 2

### *Target group*

4th year

### *Person in charge*

Degree Programme in Graphic Design

### *Teaching language*

Finnish/English

### *Optionality*

Mandatory

### *Literature*

Nieminen, H. & Pantti, M. (2004) *Media markkinoilla johdatus joukkoviestintään ja sen tutkimukseen* (Media Market - Introduction to Mass Communication and its Research)

AGRA0719 Publication design for electronic media, 6 cr.

### *Objective*

The student learns about the operating models of the communication industry and the production process of a publication. The course advances the student's skills in graphic design, written communication, and group work.

### *Contents*

Part 1: AGRA0708-1 Publication design for printed media, 5 cr.

Part 2: AGRA0708-2 Publication design for electronic media, 5 cr.

Communication industry, publishing journals and books, publication types. The design and production process from an idea to a publishable journal or book and electronic publication.

### *Implementation and working methods*

Lectures, exercises, design of a journal/book, and a seminar-type presentation and feedback discussion, a total of 50 hours. Independent work 112 hours.

*Required performance*

Active participation in lectures, exercises, and group work; an exam or essay.

*Information on literature and other material*

Other literature is announced during the course.

*Evaluation*

5 – 1 / fail

*Period*

Period 3

*Target group*

4th year

*Person in charge*

Degree Programme in Graphic Design

*Teaching language*

Finnish/English

*Optionality*

Mandatory

*Literature*

Nieminen, H. & Pantti, M. (2004) *Media markkinoilla johdatus joukkoviestintään ja sen tutkimukseen* (Media Market - Introduction to Mass Communication and its Research)

AGRA0701 Typography, advanced studies, 6 cr.

*Objective*

To advance the knowledge of typographic form, structure, and styles. To develop typographic expression for varied purposes and to advance designing skills.

*Contents*

Research and analysis of typographic styles. Typography in special places, e.g. on signs or web pages, digital typography. A design assignment with visuality based on typography.

*Implementation and working methods*

Lectures and exercises, work presentation, 50 hours. Independent work 112 hours.

*Required performance*

Participation in lectures and exercises and an own production accompanied by a literary part or an essay.

*Evaluation*

5 – 1 / fail

*Period*

Period 3

*Target group*

4th year

*Person in charge*

Degree Programme in Graphic Design

*Teaching language*

Finnish/English

*Optionality*

Mandatory

*Literature*

Heller-Meggs (2001) Texts on Type: Critical Writings on Typography

Brusila, R (2002) *Typografia kieltä vai visuaalisuutta* (Typography - a language or visuality?)

Kuusela, Tuija (2004) Taiteilijat kirjaimia piirtämässä – Suomen kultakauden kirjataidetta (Artists Drawing Letters – Book Art from the Golden Age in Finland)

AGRA0715 Environmental graphic design, 5 cr.

*Objective*

To learn about communication design in various spaces.

*Contents*

To learn about sign systems and other environmental visual communication. Lectures and exercises 42 hours. Independent work 93 hours.

*Required performance*

Participation in lectures and exercises and a production and its presentation. The literature is announced during the course.

*Evaluation*

5 – 1 / fail

*Period*

Period 4

*Target group*

4<sup>th</sup> year

*Person in charge*

Degree Programme in Graphic Design

*Teaching language*

Finnish/English

*Optionality*

Mandatory

AGRA0709 Literature exam in advanced studies, 6 cr.

*Required performance*

Literature exam.

*Evaluation*

5 – 1 / fail

*Period*

Autumn

*Target group*

5<sup>th</sup> year In the Master's thesis phase.

*Person in charge*

Professor Riitta Brusila / graphic design degree programme

*Teaching language*

Finnish/English

*Optionality*

Mandatory

*Additional information*

Three credits of the advanced level literature exam may be substituted by participation in a reading group.

*Literature*

van Leeuwen & Jewitt (2001) *Handbook of visual analysis*

Audrey Bennet, editor (2006) *Design studies: theory and research in graphic design* / Audrey Bennett, editor; foreword by Steven Heller.

*Information on literature and other material*

One additional work agreed on with the instructor.

AGRA0723 Introduction to Visual Communication Analysis; Methodological possibilities based on semiotics, 5 cr.

*Objective*

To learn about research methods and models of analysis related to visual materials. The studies are based on semiotics in visual communication research.

*Implementation and working methods*

Lectures and discussions 30 hours. Independent work 105 hours

*Required performance*

Lectures and participation in discussions during the lessons, writing essays. Reading current material (articles and monographs), writing essays.

*Target group*

MA & doctoral students

*Evaluation*

5 – 1 / fail

*Person in charge*

Professor Riitta Brusila

*Teaching language*

English

*Literature*

KressVan Leeuwen: Reading images

Kress&an Leeuwen: Multimodal discourse (when applicable)

Sonesson: Pictorial concepts (when applicable)

Floch: Visual identities (when applicable) or other current research

*Optionality*

Mandatory. The course is organised as part of the semiotic doctoral school's pilot programme.

AGRA0714 Seminar and thesis, 40 cr.

*Objective*

The Master's thesis is a study demonstrating the student's familiarity with the topic of the thesis, scientific research methods, and scientific communication. The objective is to practice independent acquisition of information and skills, creative problem solving and scientific thinking, and the required research methods. You have the following alternatives regarding the thesis:

1> Scientific thesis. The student must demonstrate a) knowledge of the principles, methods, and presentation of graphic design research, b) proficiency in the topic of the study, and c) skills in creating new knowledge.

2> Artistic thesis accompanied by a concise scientific study. The student must be capable of high-quality artistic expression and be able to scientifically reflect on and analyze his/her own work (scientific part). The artistic thesis may be a design work related to the field of graphic design or visual journalism.

*Optionality*

Mandatory

*Additional information*

You must take a maturity test (AGRA0714-1) related to the topic of the thesis.

The information specialist at the Library of Art and Design provides personal guidance on information retrieval.

AGRA0717 Scientific writing seminar, 5 cr.

*Objective*

To advance the student's scientific writing skills.

*Contents*

Lectures and exercises on the research process and scientific writing

*Implementation and working methods*

Lectures 30 hours. Independent work 105 hours.

*Required performance*

Active participation in lectures and exercises.

*Information on literature and other material*

To be announced on the course.

*Evaluation*

Pass/fail

*Period*

2<sup>nd</sup> period

*Target group*

4th year

*Person in charge*

Degree Programme in Graphic Design

*Teaching language*

Finnish/English



*Optionality*

Mandatory

*Additional information*

Recommended to be taken together with the thesis seminar.

AGRA0711 Work practice in advanced studies, 15 cr.

*Contents*

A practicing position acquired by the student or corresponding work experience. The required performance consists of a three-month practicing period and work practice report (10 – 15 pages). You must negotiate an approval for the work practice prior to its beginning. The work practice report is returned within three months after the end of the practice (letter of reference appended). The work practice report must describe the following:

- the workplace and your tasks
- how the skills acquired at the university have been applied in the work
- a description of the work practice / design tasks (e.g. pictures, sketches of the phases of ideation) or an analysis of a specific problem/operation at the workplace. If possible, analyzed through the theory of your major subject
- the new issues, viewpoints, etc. received from the work and related to the major subject
- the organization and operational environment of the workplace
- the possible tasks in the work community after graduation

*Evaluation*

Pass/fail

*Person in charge*

Riitta Brusila

*Optionality*

Optional

AGRA0712 Advanced artistic production, 10 cr.

*Contents*

Implementation of an independent, artistic production that may be related to the topic of your thesis

*Required performance*

Agreed on with the instructor.

*Evaluation*

Pass/fail

*Target group*

5th year

*Person in charge*

Silja Nikula

*Optionality*

Optional

AGRA0713 Scientific-theoretical advanced production, 10 cr.

*Contents*

Writing and possibly publishing an article

*Required performance*

Agreed on with the instructor.

*Evaluation*

Pass/fail

*Target group*

5th year

*Person in charge*

Riitta Brusila

Optionality

Optional