



Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

Graphic Design: Histories & Theories

Course Code	L_ZABAMKD207
Credits	6
Period	P1
Course Level	200
Language Of Tuition	English
Faculty	Faculty of Humanities
Course Coordinator	dr. J.M. Tynan
Examiner	dr. J.M. Tynan
Teaching Staff	dr. J.M. Tynan, mr. K.S. Bergh MA
Teaching method(s)	Excursion, Seminar

Course Objective

At the end of this course, students are expected to:

1. Have acquired knowledge about important developments in the history of graphic design;
2. Have acquired knowledge of theories and methods for analyzing graphic design;
3. Practice applying relevant theories and methods in analysing graphic design artefacts.

Course Content

This course provides an overview of the history of graphic design, with an emphasis on modern and postmodern design. It also takes into account key theories and methods of analyzing graphic design and its relationships with wider cultural, social, technological and economic contexts. The course explores the print revolution, arts and crafts movements, developments in typography, European modernism and global modernities, countercultural design forms, and graphic design in new media.

Additional Information Teaching Methods

Lectures, workshops, and tutorials. The lectures and seminars of this course are offered in English only and assignments should be submitted in English. In principle, students following the Dutch (i.e. bilingual) track can submit all written assignments in either English or Dutch. If you intend to submit assignments in Dutch for this course please discuss this with the course co-ordinator first.

Method of Assessment

This course comprises a presentation on a visual and historical analysis of a graphic design artefact (in pairs, 20%), and a written assignment on the visual and historical analysis of a graphic design artefact (in pairs, 80%).

Connection between learning objectives and assessment:

Learning objective 1: presentation, written assignment

Learning objective 2: presentation, written assignment

Learning objective 3: presentation, written assignment

Entry Requirements

See the Onderwijs- en Examenregeling (OER), c.q. Teaching and Exam Regulations (TER) for MKDA.

Literature

A list of mandatory class literature will be published on Canvas and/or the Study Manual.

Additional Information Target Audience

This course is compulsory for all BA MKDA students in their second year who chose Design as their specialization. It is open as an elective to other MKDA students.

Additional Information

For attendance rules, see Teaching and Examination Regulations. Students should be aware that regular attendance is necessary to pass the course.