Course: Lab 1 Graphic — credits: 10

Course code	VGVB25LGI1
Name	Lab 1 Graphic
Study year	2026-2027
ECTS credits	10
Language	Dutch, with parts in English, English
Coordinator	H.G. Briër
Modes of delivery	Assignment Peer feedback Self-study Tutorial
Assessments	TEST-01 - Work discussion

Learning outcomes

Level Deepening (semester 3-7): The student shows insight into the importance of design and theoretical research and experiment for the acquisition of knowledge and skills and succeeds in giving shape to this.

1. ARTISTIC CREATION

The student can initiate a visual work process and create work in which practice-oriented research has a place. With the work and with a working method, the student creates meaning.

Dealing with the not-knowing, the unexpected, is inherently linked to the practice of the artist or designer. The student is able to allow and use doubt and uncertainty in erratic work processes. By dealing with risks in the work, the student develops self-confidence to work as an artist/designer in a dynamic world.

The student becomes proficient in relevant and diverse (digital) media, techniques, materials, crafts and technologies, for the benefit of the work and the development of their own positioning. The student demonstrates ethical awareness with regard to the use of materials and technology. In the choices in the work process, the student shows awareness of the impact that the creation and production of work can have on the environment.

2. RESEARCH AND REFLECTION

The student is able to critically and from multiple perspectives consider their own work and working method and that of others. This allows the student to deepen their own design or artistry, make it more layered and position.

The student has a grip on the way in which choices are made in the work process and the personal values, questions and ambitions that guide these choices. The student can discuss the intuitively created or conscious choices and relate them to the work, the audience, the environment or the larger context.
The student can document the work process. In this way, the student develops ownership of work and working methods.

Content

You work on the design dilemma your tutor formulated based on the competences of this course, and the content written below.

Lab: Making and experimenting, you work on your designs, developing your own handwriting as designer; the workshops play an important role in this.

Theme sem 3: *Public Space* is a very important platform for graphic designers; here they find room for many of the messages they share from the sender to the public. In public space, posters are a well-known medium, but there are other possibilities as well - think of wall paintings, projections and tattoos, often made analogue but aligned with digital media. Designing strong visual images and typography and thinking about their meaning is core to graphic design in both online and offline contexts. Designing for public space is not only about visualizing messages, but also about taking responsibility for the type of information you help spread.

Included in programme(s)

Design, Major Graphic Design
Design, Major Offroad
Design Exchange Graphic Design Autumn

School(s)

Arts, Design & Built Environment

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