![Jönköping University School of Engineering logo]

COURSE SYLLABUS

Visual Communication, 7.5 credits

Visuell kommunikation, 7.5 högskolepoäng

Course Code:	TVKK16	Education Cycle:	First-cycle level
Confirmed:	Feb 01, 2025	Disciplinary domain:	Technology
Revised:	Jan 14, 2026	Subject group:	Informatics/Computer and Systems Sciences
Valid From:	Jan 19, 2026	Specialised in:	G1F First cycle, has less than 60 credits in first-cycle course/s as entry requirements
		Main field of study:	Informatics

Intended Learning Outcomes (ILO)

On completion of the course the student shall:

Knowledge and understanding

- display knowledge of how visual narratives and storytelling can be used as tools for communication in graphic design
- demonstrate comprehension of basic communication theories and how they relate to the field of graphic design
- show familiarity with the concept of visual semiotics and how images communicate messages and create meanings
- show familiarity with relevant copyright laws and the basics of intellectual property within graphic design and visual communication

Skills and abilities

- demonstrate the ability to plan and execute visual media projects for both traditional and digital media with regards taken to target audiences and relevant ethical aspects
- demonstrate the ability to present finished design solutions and to document the design process

Judgement and approach

- demonstrate the ability to reflect on how new digital media platforms affect the field of graphic design and visual communication
- demonstrate the ability to analyze and reflect on sources of inspiration, aesthetic expressions and visual concepts in their own, as well as others, design solutions.

Content

The purpose of the course is to give the student an understanding of theories and concepts within the field of visual communication that can enhance the skills taught in previous courses in graphic design and web- and user interface design.

The course includes the following elements:

- Basic communication theory
- Visual semiotics
- Design literacy
- Stylization
- Storytelling and visual narratives
- The design process
- Visual communication and digital technology

- Copyright and intellectual property
- Further studies of contemporary and historical visual art and design
- Further lab sessions in software for digital artwork production

Type of instruction

Lectures, workshops, and assignments.

Language of instruction is English.

Entry requirements

General entry requirements and taken courses in Fundamentals of Graphic Design, 7,5 credits, Marketing Communication, 7,5 credits and Front-End Fundamentals, 7,5 credits (or the equivalent).

Examination and grades

The course is graded 5, 4, 3 or U.

The final grade for the course is based upon a balanced set of assessments. The final grade will only be issued after satisfactory complection of all assessments.

Registration of examination:

Name of the Test	Value	Grading
Examination	2.5 credits	5/4/3/U
Assignment	5 credits	5/4/3/U

Course literature

Please note that changes may be made to the reading list up until eight weeks before the start of the course.

Excerpts from
Davis, M. & Hunt, J. (2017) *Visual Communication Design* . Bloomsbury Visual Arts. ISBN: 9781474221573

Additional content handed out throughout the course.