JÖNKÖPING UNIVERSITY
School of Engineering

COURSE SYLLABUS

Content Creation and Portfolio, 7.5 credits

Content Creation och portfolio, 7.5 högskolepoäng

Course Code:	TCPK16	Education Cycle:	First-cycle level
Confirmed:	Sep 01, 2025	Disciplinary domain:	Technology
Valid From:	Aug 31, 2026	Subject group:	Informatics/Computer and Systems Sciences
		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 the conditions and requirements regarding visual design and communication for digital interactive media and social media
- display comprehension of how traditional graphic design principles and concepts can be used within the context of digital interactive media

Skills and abilities

- demonstrate the ability to produce visual content for social media and other digital platforms building on the specific conditions and opportunities of the selected platforms
- demonstrate the ability to create visual brand identities incorporating the specific conditions and opportunities of digital interactive media
- demonstrate the ability to incorporate motion and sound to enhance the visual communication within digital interactive media
- demonstrate the ability to collect and visually display course-related, as well as previous, work in a personal digital portfolio

Judgement and approach

- demonstrate an understanding of how visual concepts within digital media can incorporate current research in Human-Computer Interaction
- demonstrate an understanding of the role of storytelling, narratives, and genre knowledge for the creation of content for digital interactive media

Content

The purpose of this course is to expand the theoretical and practical within graphic design and visual communication to prepare the students for the digital media landscape. The focus is on techniques for creating and designing content for social media and other digital media platforms. The course also provides training in motion graphics and basic video production. The students will also create their own digital portfolio, collecting and displaying course-related as well as previoulsy produced work as an online porfolio.

The course includes the following elements:

- Content creation for social media and other digital platforms
- Aesthetics and its impact on the user experience
- Interactive content
- Branding and visual identity for digital media

- Storytelling for digital media
- Animation and audio in visual communication
- Introduction to sound design
- Creation of a personal portfolio
- Knowledge in software for motion graphics, video and photo editing

Type of instruction

Lectures, lab sessions, exercises and project work.

Language of instruction is English.

Entry requirements

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

Examination and grades

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

Registration of examination:

Name of the Test	Value	Grading
Project [1]	5 credits	5/4/3/U
Assignment	2.5 credits	G/U

[1]Determines the final grade of the course, which is issued only when all course units have been passed.

Course literature

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