



COURSE SYLLABUS

Visual Communication, 7.5 credits

Visuell kommunikation, 7,5 högskolepoäng

Course Code: TVKK12	Education Cycle: First-cycle level
Confirmed by: Dean Mar 1, 2021	Disciplinary domain: Technology
Revised by: Director of Education Nov 3, 2023	Subject group: IF1
Valid From: Jan 1, 2025	Specialised in: G1F
Version: 4	Main field of study: Informatics

Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- display knowledge of how visual narratives and data visualization 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 and visual expressions
- 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 and 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 affects 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.

Contents

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
- Information design/data visualisation
- Visual storytelling and narratives
- The design process
- Visual communication in the age of 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, tutorials and assignments.

The teaching is conducted in English.

Prerequisites

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

Examination and grades

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

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

Registration of examination:

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

Course literature

The literature list for the course will be provided 8 weeks before the course starts.

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

Additional content handed out throughout the course.