

SYLLABUS

Visual design 7.5 credits

D0052A

Visuell design

Course syllabus admitted: Autumn 2023 Sp 1 - Present

DECISION DATE
2021-02-17

Visual design 7.5 credits D0052A

Visuell design

First cycle, D0052A

Education level
First cycle

Grade scale
U G#

Subject
Grafisk design

Subject group (SCB)
Media Production

Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language

Selection

The selection is based on final school grades or Swedish Scholastic Aptitude Test.

Course Aim

After the course, the participant is expected to be able to show an advanced level of:

Knowledge and understanding

- 1 Understanding of artistic techniques, materials and media as well as color theory for visual design
- 2 Understanding of norm-critical theories, perspectives and attitudes
- 3 Understanding of the history of different artistic mediums and the traditions of different image cultures

Ability and skill

- 4 Ability to independently apply relevant artistic technology, materials and methods
- 5 Ability to describe, analyze and interpret form, technology and content
- 6 Ability to write, oral and visual communication mainly regarding form, tonality and design
- 7 Ability to master correspondences between image and text and the space between them
- 8 Skill in planning and carrying out artistic tasks within given time frames

Judgment

- 9 Ability to critically analyze and interpret meaning and representation in visual design
- 10 Ability to reflect on one's own and others' artistic attitudes

Contents

The course covers illustrative techniques, materials and media, color and shape, as well as illustration both analog and digital. Different perspectives on design and visual communication. Image theory and storytelling. Visual design as a concept and tradition as well as norms that affect them. Design processes and methods theoretically and practically.

Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

The course contains several elements that integrate theoretical, design and professional perspectives. The teaching takes place in the form of lectures and literature studies interspersed with independent work in visualization with the support of guidance and feedback. You practice oral, written and visual communication skills in show and tell exercises and practice both independently and in collaboration with others.

Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. The course is examined through visual, oral and written exams with grade levels U G.

Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term "unauthorized aids" refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

Remarks

Students must register for the courses themselves, or contact ETKS educational administration eduetks@ltu.se, not later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

Course offered by

Department of Social Sciences, Technology and Arts

Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0004	Oral, written and visual examination - Visual analysis	U G#	1	Mandatory	A21	
0005	Oral, written and visual examination - Visual design	U G#	5	Mandatory	A21	
0006	Oral, written and visual examination - Workbook	U G#	1.5	Mandatory	A21	

Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2021-02-17

Syllabus established

by Director of Undergraduate Studies Daniel Örtqvist, Department of Business Administration, Technology and Social Sciences 2019-02-18