

SYLLABUS

Product visualization 7.5 credits D7017A

Produktvisualisering

Course syllabus admitted: Autumn 2023 Sp 1 - Present

**DECISION DATE
2022-02-11**

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Produktvisualisering

Second cycle, D7017A

Education level	Grade scale	Subject	Subject group (SCB)
Second cycle	U G VG *	Industriell design	Other Subjects within Technology

Entry requirements

Completed courses of at least 120 credits, of which at least 30 credits in the subject area Industrial design, with at least the grade Pass.

Selection

The selection is based on 30-285 credits

Course Aim

Knowledge and understanding – the student should after the course:

- Demonstrate knowledge and understanding of how 3D visualization can be used in all stages of a development project.
- Be able, with the help of pictures and words, describe the purpose of the selected 3D visualization techniques.
- Have basic knowledge and skills in photography and lighting.
- Have basic knowledge of graphic design and computer graphics.
- Understand the theory and techniques that form the basis for 3D modeling and 3D visualization.

Skills and abilities – the student should after the course:

- Be able to, identify and use the visualization techniques that are most suitable in the individual case.
- Be able to plan, prepare and implement visualization projects.
- Be able to use digital tools and methods for visualizing ideas and concepts.
- Be able to produce material for physical 2D artifacts.
- Be able to design presentation materials and use this in an oral presentation.

Judgement – the student should after the course:

- Be able to give and take constructive criticism on their own and others' work.
- Demonstrate the ability to reflect on their own learning process and identify their own needs for further knowledge to be able to continuously develop their skills.

Contents

Exploratory Visualization (Explore)

- Digital sketches
- Build idea collections
- Describe form

Explanatory visualization (Explain)

- Technical illustrations supported by 3D models
- Materials for manuals and instructions
- Architectural visualization
- Product animation

Selling visualization (Express)

- Photorealistic images (from 3D models)
- Produce presentation and representation materials
- Poster design

Realization

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

Teaching consists of lectures and seminars with theory and methods, lessons with exercises and presentations with feedback and peer review. Assessment is based on assignments where 3D visualizations for different purposes and audiences will be produced. The result of the learning process will then be evaluated and summarized in a workbook. The course focus on individual work.

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 requires compulsory participation in all presentations and completed home assignments. Course objectives 10 and 11 are examined through Assignment 001 Oral Presentation. Course objectives 1, 3, 4, 5, 6, 7, 8 and 9 are examined through Assignment 002 Individual assignments. Course objectives 2, 9, 11 and 12 are examined through Assignment 003 Workbook. Grading criteria for the individual assignments provided in separate syllabus. In the course the Systematic Grading Procedure (SGP) is used where each assignment is broken down into assessment areas, assessed and graded separately, and then weighed together into a final grade in the course. Grading: U G VG

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.

Due to similar content, the course can not be included in a degree together with the course D7013A or other courses with similar content.

Overlap

The course D7017A is equal to D7013A

Course offered by

Department of Social Sciences, Technology and Arts

Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0002	Assignment report	U G VG *	4.5	Mandatory	A15	
0003	Workbook	U G VG *	2	Mandatory	A15	
0004	Oral presentation	U G VG *	1	Mandatory	A16	

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 2022-02-11

Syllabus established

by Director of Undergraduate Studies Bo Jonsson, Department of Business Administration, Technology and Social Sciences 2015-02-16