



Course syllabus

Faculty Board of Humanities and Social Sciences
School of Cultural Sciences

1BD201 Bildkunskap/Digital bild I, 15 högskolepoäng
Image knowledge / Digital illustration, 15 credits

Subject Group

Media Production

Level of classification

First Level

Progression

GIN

Date of Ratification

Approved by Organisational Committee 2009-06-17

The course syllabus is valid from spring semester 2010

Prerequisites

General entry requirements.

Expected learning outcomes

By the end of the course the student is expected to have knowledge about:

- Picture development from an image historical perspective and an art technical perspective
- The role of pictures in our society in the form of mass media/ entertainment/ cultural images
- The practical design of pictures in the form of techniques and structure
- 2- and 3D image processing in terms of composition (colouring, shape, graphic design), digital tools and work processes, software, formats etc.
- Picture analysis and messages and the rhetoric of images

Content

The course includes the following elements:

- Picture development and technical progress
- Pictures in society and mass media
- Picture analysis and communication
- Picture composition: form, colouring, graphics
- Images in the digital media

Type of Instruction

Teaching may be in the form of lectures, seminars and practical implementation.

All teaching is obligatory unless otherwise agreed with the examiner.

The language of instruction is Swedish.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

In order to pass the course the student needs to meet the expected learning outcomes.

The course is assessed through written and/or practical assignments, individually and/or in groups. Practical elements such as exhibitions, digital and traditional, individually or in groups. Written assignments may occur in connection to certain elements. Regardless of the form of assessment, the individual achievements of a student are always assessed and graded. Further specification of the forms of assessment is provided in the study guide.

Students at Linnaeus University are entitled to have the course grade translated into the 7-step ECTS scale. A request to have the grades translated must be made to the teacher at the start of the course.

Course Evaluation

When the course has finished, an evaluation is compiled. The results are reported to the students and then archived according to the rules of the school.

Other

Expenses in connection to assignments etc are at prime cost.

Required Reading and Additional Study Material

Bergström, Bo. *Bild & Budskap*. Carlssons, 2001. 159 p.

Hansson, Hasse, Karlsson, Sten-Gösta
Nordström, Gert Z. *Seendets språk – exempel från konst, reklam, nyhetsförmedling och semiotisk teori*. Studentlitteratur, 2006, 168 p.

Kelby, Scott. *Photoshop CS4 för digitalfotografer*. Pagina, 2009, 462 p.