



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
G1N

Date of Ratification
Approved by the Board of the School of Cultural Sciences 2009-06-17
Revised 2011-06-07. Literature

The course syllabus is valid from spring semester 2012

Prerequisites
NO VALUE DEFINED

Objectives

By the end of the course the student is expected to be able to:

- present picture development from an image historical perspective and an art technical perspective
- explain the role of pictures in our society in the form of mass media/ entertainment/ cultural images
- apply knowledge about practical design of pictures in the form of techniques and structure
- develop knowledge about 2- and 3D image processing in terms of composition (colouring, shape, graphic design), digital tools and work processes, software, formats etc.
- reflect on 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

All teaching elements are obligatory, unless otherwise agreed with the examiner.

Type of Instruction

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

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 practical assignments, individually and in groups. Further specification of the forms of assessment is provided in the study guide. A resit is offered within six weeks (within the framework of regular terms) and the number of resits is limited to five (in accordance with the Higher Education Ordinance 6 chap. 21§).

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

Students are required to pay for any additional expenses in connection to assignments etc.

Required Reading and Additional Study Material

Bergström, Bo. *Bild & Budskap*. Carlssons, latest edition. 159 p.

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

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