



## Course syllabus

Faculty Board of Business, Economics and Design

School of Design

1DI144 Kognition med inriktning mot visuell kommunikation, 5 högskolepoäng

1DI144 Cognition with a visual communication approach, 5 credits

### **Main field of study**

Design

### **Subject Group**

Design

### **Level of classification**

First Level

### **Progression**

G1N

### **Date of Ratification**

Approved 2009-11-19

Revised 2011-06-14 by School of Design.

The course syllabus is valid from autumn semester 2011

### **Prerequisites**

Basic eligibility, as well as English B (subject area 6, except Social Studies A) and approved work samples.

## Objectives

After completing this course, students:

- can understand and analyze the media's communication processes from a psychological perspective, including cognition, emotion and relationship
- have acquired fundamental knowledge about the subjects of perception, attention, memory, consciousness, motivation and decision-making
- can understand and interpret the requirements for the communicator/sender of a message, from a cognitive, emotional and relational point of view
- have gained insight into the cognitive, emotional and relational processes in order to understand their own creative process

## Content

Cognition with a visual communication approach.

## Type of Instruction

The course includes lectures, group discussions and seminars.

## Examination

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

For the Pass grade, the expected study results must be achieved.

Examination is carried out partly in the form of a group assignment and partly in the form of a final, individual written paper.

The course includes lectures, group discussions and seminars.

Re-examination is offered within 6 weeks, within the framework of the regular term schedule. The number of examination opportunities is limited to five.

## Course Evaluation

A course evaluation will be carried out at the end of the course, in accordance with the guidelines of Linnaeus University. The evaluation result is compiled into a course report, which is archived at the school's administration office and discussed by the programme board. The result of the evaluation, and any measures taken, will be discussed with the course co-ordinator and presented to the students at the next course meeting.

## Required Reading and Additional Study Material

### Required reading

Arai, D. ( 2001 ) *Introduktion till kognitiv psykologi*. Lund: Studentlitteratur. (approx. 210 pages)

Klingberg, T. ( 2007 ) *Den översvämmade hjärnan*. Stockholm: Natur och Kultur (156 pages)

Wearn, Y., Pettersson, R.& Svensson, G. (2004) *Bild och föreställning – om visuell retorik*. Lund: Studentlitteratur (189 pages)

### Reference literature

Birgerstam, P. ( 2000) *Skapande handling om idéernas födelse*. Lund: Studentlitteratur. (approx 220 pages).

Csikszentmihalyi, M . ( 1991) *Flow*. Stockholm: Natur och Kultur. (ca 400 pages)

Ekvall, Göran (1988) *Förnyelse och friktion. Om organisation, kreativitet och innovation*. Natur och Kultur.

Ericsson, D. ( 2001) *Kreativitetets mysteriet*. Avhandling från Ekonomiska forskningsinstitutet vid Handelshögskolan i Stockholm.

Hansen, F & Christensen SR (2007) *Emotions, Advertising and Consumer Choice*. Liber

Moxnes, P. (2000) *Positiv ångest – ett organisationspsykologiskt perspektiv*. Stockholm: Natur och Kultur. (313 pages)

Perski, A. (2002) *Ur balans*. Stockholm: Bonnier fakta. (193 pages)

Schön, D. (1995) *The reflective practitioner – how professionals think in action*.

Arena/Basic books,

England (ISBN 1 85742 319 4 ) (approx 350 pages)

*The list may be subject to changes.*