



Course syllabus

Faculty Board of Business, Economics and Design
School of Design

1DI678 Design och visualisering, 7,5 högskolepoäng
Design and Visualization, 7.5 credits

Main field of study

Design

Subject Group

Design

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by the Board of the School of Design 2012-03-21

The course syllabus is valid from autumn semester 2012

Prerequisites

7,5hp in Building Technology or equivalent

Objectives

Knowledge and understanding

After completing the course the students are expected to

- understand what visual comprehension comprises
- understand artistic methods and tools for visualization
- have acquired basic knowledge about the importance of color and form for the communication of ideas
- know basic terms used in graphic design

Applying knowledge and understanding

The students are also expected to

- be able to use sketching as a tool for the communication of ideas
- apply basic knowledge in graphic design
- apply analog and digital tools for visualization of ideas in project work

Making judgements

The students are expected to

- acquire an interpretative attitude to color, form and communication using different

- design terms
- relate form meaning and quality of different fonts in visual communication

Content

The course relates visual communication as well as typography and layout to space and architecture presentation

The course has following content:

- Sketch and analog visualization
- Theory of communication
- Design and graphic design
- Layout and typography
- Digital tools for pictures as well as typography and layout
- Project work

Type of Instruction

Lectures, workshops, practical studies and project work.

The course is given in Swedish

Examination

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

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

Course Literature

Bergström, Bo *Effektiv visuell kommunikation*, Carlssons, a selection