



Course syllabus

Faculty Board of Science and Engineering
School of Computer Science, Physics and Mathematics

1IK418 Design och konceptvisualisering, 7,5 högskolepoäng
Design- and Concept Visualization, 7.5 credits

Main field of study

Informatics

Subject Group

Informatics/Computer and Systems Sciences

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by the Board of the School of Computer Science, Physics and Mathematics
2011-08-20

The course syllabus is valid from autumn semester 2011

Prerequisites

10 credits in Informatics or equivalent.

Expected learning outcomes

The student is expected to acquire basic knowledge of how to work with visualization of concept and design details of interfaces and products within information technology, both in collaboration with their own colleagues and towards the end customer. The aim is finding the right level, both in language and visual presentation, in order to achieve proper feedback, depending on how far a project is preceded and what type of recipient one might have.

After the course, the student should be able to:

- understand how to communicate various types of designs and concepts
- understand what kind of feedback that is needed depending on where in the design process you are
- develop and motivate the different types of visualizations in 2D and 3D, depending on the intended receiver
- be able to implement and collect data from the workshops and focus groups based on a certain concept or design with a specific audience.

Content

The course treats various aspects of how to work with the development of concepts and design from a business perspective. It provides a theoretical overview of different types of projects and how this process may differ depending on the product or field. The course also addresses different ways to visualize a product or concept and how to direct it towards different audiences. The course also covers how to implement and collect data from workshops and focus groups.

Practical laborations are carried out through the course to produce concepts and design proposals. These are coupled with theoretical knowledge on projects within IT, practical implementation of workshops and how the communication process might present itself in a business perspective and how it can be targeted depending on the type of feedback that is desired.

Finally there will be a group project in which all parts are represented.

Module 1 Communication theory 1.5 credits

Theoretical and practical application of contemporary communication theories. The section covers the theory of communication processes and how these processes can affect the type of feedback sought.

Module 2 Graphical visualization 1.5 credits

This part covers practical exercises in visualization of concepts and products in 2D and 3D.

Module 3 Workshops 1.5 credits

Theoretical lectures on what a workshop is and how it is implemented and practical exercises to apply this knowledge.

Module 4 Project assignment 3 credits

In the final part of the course a project assignment is carried out in small groups where the student group is assigned to develop a concept and its design proposal and conduct a workshop to check the results and collect feedback.

Type of Instruction

The course set-up uses the Internet as a distribution forum and can be taken either on campus or as a distans learning course.

On campus teaching consists of lectures, practical exercises and a project assignment. The distance learning course consists of online studying material, coaching via skype and/or video conferencing at fixed times.

Examination

The course is assessed with the grades U, 3, 4 or 5.

Assessment of student performance is made through written test and/or oral examinations and/or presentation of mandatory assignments. The assessment method is decided at the start of the course.

On request, students may have their credits translated to ECTS-marks. Such a request must be sent to the examiner before the grading process starts.

Reexamination will be offered within six weeks during the regular semester periods. The number of examinations are limited to five times.

Course Evaluation

A course evaluation will be carried out at the end of the course in accordance with the guidelines of the University. The result of the course evaluation will be filed at the department.

Required Reading and Additional Study Material

Required Reading

Ware, Colin (2004) *Information Visualization: Perception for Design*, latest edition

Reference literature

David W. Stewart, Prem N. Shandasani, Dennis W. Rook (2006) *Focus Groups*, latest edition

Web-based material provided on the course website.