Linnæus University

Jnr: 2017/6596-3.1.2.2

Course syllabus

Faculty of Technology
Department of Informatics

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 2011-08-20
Revised 2017-11-13 by Faculty of Technology. Removal of ECTS-grading scale.
The course syllabus is valid from spring semester 2018

Prerequisites
10 crdits in Informatics or equivalent.

Objectives

The student is expected to acquire basic knowledge of how to work with visualization of concept and design details of interfaces and products witin 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.

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

Course Evaluation

During the course or in close connection to the course, a course evaluation is to be carried out. The result and analysis of the course evaluation are to be communicated to the students who have taken the course and to the students who are to participate in the course the next time it is offered. The course evaluation is carried out anonymously. The compiled report will be filed at the Faculty.

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. Shamdasani, Dennis W. Rook (2006) *Focus Groups*,latest edition

Web-based material provided on the course website.