Course Syllabus

Visual Identity 7.5 Credits*, First Cycle

Learning Outcomes

Knowledge and understanding

After completing the course, students will be able to:

- describe concepts in visual communication
- describe technical aspects of graphics, colour and file format

Skills and Abilities

After completing the course, students will be able to:

- apply basic communication theories
- in a presentation, relate created graphic artifacts to conditions and assigned requirements
- conduct inquiries that form the basis for the creation of graphic artifacts within visual communication
- create graphic artifacts intended for visual communication based on conditions and assigned requirements
- use common tools and working methods adapted for the graphics industry

Evaluation Ability and Approach

After completing the course, students will be able to:

- evaluate graphic artifacts intended for visual communication based on conditions and assigned requirements

Course Content

The course covers the creation, evaluation and presentation of artifacts within visual communication from both a theoretical and a practical perspective. The course also includes technical aspects of graphics, colour and file formats.

Assessment

Assignments (4 credits)
Seminars (3 credits)
Oral presentation (0.5 credits)

* 1 Credit = 1 ECTS

Forms of Study
Lectures, exercises, lessons, seminars

Grades
The Swedish grades U–G.

Prerequisites
General entry requirements and Mathematics 2a or 2b or 2c, Social Sciences 1b or 1a1 + 1a2

Subject:
Information Systems

Group of Subjects:
Informatics/Computer and Systems Sciences

Disciplinary Domain:
Technology, 100%

This course can be included in the following main field(s) of study:
1. Information Systems

Progression Indicator within (each) main field of study:
1. G1N

Approved:
Approved 24 August 2021
Valid from 22 September 2021