

# Visual Rethoric

Programme course

4 credits

Visuell retorik

TRTE09

Valid from: 2017 Spring semester

**Determined by**  
Board of Studies for Computer Science  
and Media Technology

**Date determined**  
2017-01-25

## Main field of study

Graphic Design and Communication

## Course level

First cycle

## Advancement level

G1X

## Course offered for

- Graphic Design and Communication, Bachelor's Programme

## Entry requirements

Note: Admission requirements for non-programme students usually also include admission requirements for the programme and threshold requirements for progression within the programme, or corresponding.

## Intended learning outcomes

After the course the student will have historical as well as theoretical knowledge concerning visual communication from an image rhetorical perspective. The student also has the knowledge to create understanding for visual rhetoric and as well as the ability to entertain an independent and critical attitude towards these different forms of expression.

## Course content

Overview focusing on the visual rhetoric of the 20th century

## Teaching and working methods

Lectures, seminars and group assignments

## Examination

UPG1	Examination	4 credits	U, 3, 4, 5
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## Grades

Four-grade scale, LiU, U, 3, 4, 5

## Department

Institutionen för kultur och kommunikation

## Director of Studies or equivalent

Gary Svensson

## Examiner

Gary Svensson

## Education components

Preliminary scheduled hours: 32 h

Recommended self-study hours: 75 h

## Common rules

Regulations (apply to LiU in its entirety)

The university is a government agency whose operations are regulated by legislation and ordinances, which include the Higher Education Act and the Higher Education Ordinance. In addition to legislation and ordinances, operations are subject to several policy documents. The Linköping University rule book collects currently valid decisions of a regulatory nature taken by the university board, the vice-chancellor and faculty/department boards.

LiU's rule book for education at first-cycle and second-cycle levels is available at [http://stydokument.liu.se/Regelsamling/Innehall/Utbildning\\_pa\\_grund-\\_och\\_avancerad\\_niva](http://stydokument.liu.se/Regelsamling/Innehall/Utbildning_pa_grund-_och_avancerad_niva).