Visual Communication and Interpretation I

Programme course

6 credits

Visuell kommunikation och gestaltning I

TCM002

Valid from:

Determined by

Date determined

Main field of study
Furniture Conservation, Cabinetmaking, Furniture Design, Upholstery

Course level
First cycle

Advancement level
G1X

Course offered for
- Bachelor's Programme in Furniture Design
- Bachelor's Programme in Cabinetmaking
- Bachelor's Programme in Upholstery

Intended learning outcomes
To give the student an introduction and orientation to various visualization techniques in order to formulate and communicate their artistic ideas, issues and expressions.
After completing the course the student should be able to:

- apply a number of visual elements and linguistic concepts (proportion, balance, direction, visual rhythm / movement, volume / surface area, light / dark and materiality) as analytical tools in a design process
- achieve a single-sided visual form to the final presentation of an integrated technical illustration
- mastery of word processing in Illustrator
- master image processing in Photoshop as a tool for drawing / painting, color mixing, scanning and photo montage of photographic material
- master InDesign as a tool for graphic design
- selecting and applying color in their presentations in a conscious manner based on different aspects (visual, spatial, aesthetic)

After completing the course the student should has gained insights in:

- different tools to present projects at both the conceptual stage to the final account
- how combinations, interaction and refinement of imagery elements and concepts (see above) represents the linguistic dimension of an image
- theories of the subject color and the importance of the color optical, room creation and aesthetic effects

Course content
Studies with live studio model. Freehand drawing. Laboratory work with various digital techniques such as PhotoShop, Illustrator and InDesign. Color theory and painting with emphasis on the design of spatial concepts.

Teaching and working methods
Lectures, Seminars, Group and individual instruction, Independent work. Dialogue as a pedagogical method.

Examination

UPG4	Assignment	1.5 credits	U, G
UPG3	Assignment	1.5 credits	U, G
UPG2	Assignment	1.5 credits	U, G
UPG1	Assignment	1.5 credits	U, G

Grades are givens as ’Fail’ or ’Pass’.

Grades
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Department
Institutionen för ekonomisk och industriell utveckling

Director of Studies or equivalent
Ulf Brunne

Examiner
Susanna Nygren

Education components
Preliminary scheduled hours: 48 h
Recommended self-study hours: 112 h

Course literature
Melin, Björn (1979). Teckna och måla modell. Stockholm: Wahlström & Widstrand
Nilson, Karl Gustaf (1999). Färglära. [Ny utg.] Stockholm: Carlsson