

# 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 have 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 given 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