

# Visual Communication and Interpretation III

Programme course

3 credits

Visuell kommunikation och gestaltning III

TCM060

Valid from: 2019 Spring semester

**Determined by**

Board of Studies for Mechanical  
Engineering and Design

**Date determined**

2018-08-31

## Main field of study

Furniture Conservation, Cabinetmaking, Furniture Design, Upholstery

## Course level

First cycle

## Advancement level

G2X

## Course offered for

- Bachelor's Programme in Furniture Design
- Bachelor's Programme in Cabinetmaking
- Bachelor's Programme in Upholstery

## 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

To give the student the opportunity to further deepening and reflection on, and the application of, various visualization techniques to express 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
- apply these image elements and linguistic concepts and their interaction in order to discuss problems and formulate a more complex spatial design on a flat surface
- outline how visual communication and design is reflected in art history, different directions, "isms," from the late 1800s to post-modernism and contemporary art
- manage a number of tools in his / her exhibition work such as lighting, modeling and message handling
- create a photographic artwork based on independent studio work

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

- various respects, and ways of artistic perception and see the outside world, its forms and phenomena
- how the two-or three-dimensional shape expression is affected by how the image linguistic elements applied, singly and together
- basics of lighting, exposure and metering of Photography
- different types of cameras, lenses and films and their various uses how people in different times embodied experiences of themselves in relation to the environment and contemporary

## Course content

Studies with live studio model. Freehand drawing. Design Exercises in three-dimensional shape. Photo imaging and preparation. Lighting. Exposure and metering. Producing exhibitions.

## Teaching and working methods

Lectures, Seminars, Laboratory work, Group and individual instruction, Dialogue as a pedagogical method. Project work and oral presentation.

## Examination

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

Grades are given as 'Fail' or 'Pass'.

## Grades

Two grade scale, older version, U, G

## Department

Institutionen för ekonomisk och industriell utveckling

## Director of Studies or equivalent

Alessandra Di Pisa

## Examiner

Alessandra Di Pisa

## Education components

Preliminary scheduled hours: 48 h

Recommended self-study hours: 32 h

## Course literature

### Articles

Ceschin, Fabrizio & Gaziulusoy, Idil., Design for Sustainability: An Evolutionary Review. Design Research Society. Conference Paper 2016