



## HDK-VALAND - ACADEMY OF ART AND DESIGN

### **SBVI04 Visual Studies, Visual Literacy 4, 7.5 credits**

Visuell gestaltning och kommunikation 4, 7,5 högskolepoäng

*First Cycle*

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#### **Confirmation**

This course syllabus was confirmed by Faculty of Fine Applied and Performing Art on 2007-06-20 and was last revised on 2021-11-30 by HDK-Valand - Academy of Art and Design to be valid from 2022-01-17, spring semester of 2022.

*Field of education:* Design 100%

*Department:* HDK-Valand - Academy of Art and Design

#### **Position in the educational system**

The course is a programme course that also can be given as a freestanding course.

The course can be part of the following programmes: 1) BFA Programme in Wood Oriented Furniture Design (K1MDT), 2) BFA Programme in Metal Art (K1MGG) and 3) BFA Programme in Textile - Body - Space (K1TKR)

*Main field of studies*

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*Specialization*

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

#### **Entry requirements**

A Pass grade (G) on a module of at least 3 credits from the course SBVI03, Visual Studies, Visual Literacy 3, 7,5 credits.

#### **Learning outcomes**

On successful completion of the course, the student should be able to:

*Knowledge and understanding*

- give an account of different spatial properties in exhibition contexts

- describe their own process of formulating questions and write a project description for their own artistic work

#### *Competence and skills*

- use graphic design and word and image processing software to communicate their artistic work based on given assignments
- apply various techniques in an exploratory way to shape light, volume, space, direction and unity in their composition based on model studies
- create and delimit spaces by examining the relationship between objects, light and space in an exhibition context

#### *Judgement and approach*

- analyse graphic design and communication in their own and others' graphical works
- reflect on different ways to use the human body in model studies
- discuss different forms of exhibition on the basis of spatial design, audience and communication
- discuss their own and others' formulations of questions and use of references in a project description and how these relate to one another.

### **Course content**

The aim of the course is to train communication of the student's own intentions and work, deepen the understanding of model studies and image composition and to formulate their own artistic project.

The course consists of four parts - 1) graphic design, 2) exhibition methodology, 3) model studies and 4) project description. The first part deals with what graphically designed material can communicate as well as digital text and image processing. The student also examines their professional identity and how it can be communicated.

Exhibition methodology deals with spatial problems and communication with audiences. The student investigates spaces in relation to the placement and lighting of objects and installations.

In the model studies, the student gets to work with different concepts that are important for composing images and how these concepts can be applied to the student's own area of interest and how the tradition of model studies has been applied in different contexts and artistic disciplines.

In the final part, the project formulation, the upcoming degree project is prepared for by training the ability to design their own projects, formulate their own questions and work out a project description (based on a template) The project description must follow an academic reference system and also contain reflections on selected references.

## Form of teaching

Teaching takes place through:

- lectures
- individual tutoring
- workshops
- model studies
- group work
- group tutoring.

*Language of instruction:* English and Swedish

Lectures and tutoring are given in English or Swedish depending on the composition of the student group

## Assessment

Intended learning outcomes is assessed after each sub-course through:

- oral and visual presentations of students' own works
- oral reflections about intention and result in the works of fellow students
- seminar with response from fellow students on written project descriptions
- submission of written project description.

Submission of complements to a carried out examination may be allowed. Absence from examinations may, based on the teacher's assessment, be replaced by another form of examination.

A student who has taken two exams in a course or part of a course without obtaining a pass grade is entitled to the nomination of another examiner. The student needs to contact the department for a new examiner, preferably in writing, and this should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for special support in learning when compatible with the learning outcomes of the course and provided that unreasonable resources are not required, the examiner may decide to allow the student adjusted conditions for exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, but no more than two years, after the course has ceased/been changed.

## Grades

The grading scale comprises: Pass (G) and Fail (U).

**Course evaluation**

Students are given the opportunity to evaluate the course anonymously at the end of the course. The result and any changes to the structure of the course should be communicated both to the students who carried out the evaluation and to the students who are to start the course.

**Additional information**

- The student is responsible for any costs in connection with the implementation of their own design/theoretical work.
- Costs for study trips may apply.