



Fashion Visual Communication

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7.5 credits

7.5 högskolepoäng

Ladok Code: 52VK01

Version: 1.0

Established by: The Teaching Committee 2011-08-18

Valid from: Autumn 2011

Education Cycle: Second cycle

Main Field of Study (Progressive Specialisation): Fashion Management (A1N)

Disciplinary Domain: Social sciences

Prerequisites: Bachelor's Degree in Textile Technology, Textile Economics, Engineering, Social Sciences, Media or Design, and verified knowledge of English corresponding to English B in the Swedish Upper Secondary School or equivalent knowledge.

Subject Area: Leadership, Organisation and Management

Grading Scale: ECTS-credits

Content

Visual communication is vital to the way in which a brand is perceived and positioned. The ability to select and combine images and text in order to convey the right message is an art in itself. Tuition on the course teaches communication design and students are allowed to develop their creative processes.

Learning Outcomes

After completing and passing the course, students should be able to:

- Describe the fundamental aspects of visual communication: fashion photography, typography, layout, graphic design and the various online and print communication media.
- Use the process to compose text and images.
- Analyse and describe different communication media.

Forms of Teaching

Teaching consists of independent work, lectures and practical exercises. Teaching will take place through the medium of English.

Forms of Examination

The course will be examined through the following examination elements:

Project work and oral presentation

Learning outcomes:

Credits: 4.5

Grading scale: ECTS-credits

Individual written report

Learning outcomes:

Credits: 3

Grading scale: ECTS-credits

Student rights and obligations at examination are in accordance with guidelines and rules for

the University of Borås.

Literature and Other Teaching Materials

Visual Communication: From Theory to Practice, Baldwin, J och Roberts, L. AVA Publishing: 2006. ISBN 2-940373-0904
Design Management: Managing Design Strategy, Process and Implementation. Best, K. AVA Publishing: 2006. ISBN 978-2-940373-12-3

Student Influence and Evaluation

Miscellaneous