



Digital Visual Identity

Digital visuellt identitet

7.5 credits

Ladok Code: AX1DV1

Version: 1.0

Established by: Artistic Research and Education Board 2023-08-23

Valid from: Spring 2024

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): Fashion Design (G1N)

Disciplinary Domain: Design

Prerequisites: General entry requirements for university studies

Subject Area: Design

Grading Scale: Fail (U) or Pass (G)

Content

The course aims to provide basic knowledge and understanding of digital identities in virtual environments such as social media and digital games from a design perspective. The course introduces basic concepts, methods and strategies for creating and analysing digital identities in virtual environments and in the borderland between virtual and physical environments. The course also provides basic knowledge and skills in critically evaluating digital identities in virtual environments from ethical and aesthetic aspects. The main content of the course is:

- Basic concepts and perspectives within digital identity with a focus on the body and clothes
- Aesthetic strategies and methods for developing digital visual identities from a design perspective
- Practical application of design methods for the artistic creation of digital identities
- Ethical aspects of digital identities based on different situations, environments, and results

Learning Outcomes

After completing the course, the student will be able to:

1. demonstrate knowledge and understanding of basic concepts in digital identity and virtual environments from a design perspective,
2. demonstrate knowledge and understanding of digital identity from a design perspective with a focus on the individual,
3. demonstrate knowledge and understanding of basic design methods for the artistic creation of digital identities,
4. demonstrate basic skill and ability in the practical applications of aesthetic digital identity development,
5. demonstrate basic ability to critically discuss and evaluate aesthetic and ethical aspects of digital identities based on different situations, environments, and results.

Forms of Teaching

The teaching takes the form of online presentations, lectures, e-supervision and seminars.

The language of instruction is English.

Forms of Examination

The course will be examined through the following examination elements:

Design exercises

Learning outcomes: 1-3

Credits: 4.5

Grading scale: Fail (U) or Pass (G)

Project task

Learning outcomes: 4,5

Credits: 3

Grading scale: Fail (U) or Pass (G)

For the grade passed on the entire course, an approved grade is required for all parts.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Materials

Peachey, Anna. and Childs, Mark. (Eds.) (2011) *Reinventing Ourselves: Contemporary Concepts of Identity in Virtual Worlds*. [Online]. London: Springer London.

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students' views are to be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of courses and education programmes. Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

Miscellaneous

The course is a freestanding course given at a distance.

This syllabus is a translation from the Swedish original.