



## Fashion Visual Communication

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7.5 credits

7.5 högskolepoäng

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**Ladok Code:** 52VK01

**Version:** 2.0

**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

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### 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:

#### *Individual written report*

Learning outcomes:

Credits: 3

Grading scale: ECTS-credits

#### *Project work and oral presentation*

Learning outcomes:

Credits: 4.5

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**