



**LUNDS UNIVERSITET**  
Lunds Tekniska Högskola

*Course syllabus*

# **Tillämpad estetik, visuell kommunikation, del I**

## **Applied Aesthetics, Visual Communication Ability, Part I**

**AFOA15, 5 credits, G1 (First Cycle)**

**Valid for:** 2023/24

**Faculty:** Faculty of Engineering, LTH

**Decided by:** PLED A

**Date of Decision:** 2023-03-28

### **General Information**

**Main field:** Industrial Design.

**Compulsory for:** KID1

**Language of instruction:** The course will be given in Swedish

### **Aim**

- The course aims to stimulate individual students' artistic abilities, so as to increase the preconditions for continued education of their skills in visual communication and creative design processes.
- The course aims further to enable them to take advantage of their individual experiences in visual communication and to initiate a process of development that bit by bit strengthens their individual abilities to think constructively about their own and others' work and to build up individual students' personal relationships to aesthetical quality.

### **Learning outcomes**

*Knowledge and understanding*

For a passing grade the student must

- describe fundamental artistic means and techniques.

*Competences and skills*

For a passing grade the student must

- in an artistic way represent a three-dimensional situation in a two-dimensional image

- such as a drawing or a painting.
- within the context of a given task, augment a public space with a deliberately artistic addition.
- for his or her fellow students and their teachers give an oral presentation of an artistic project.

### *Judgement and approach*

For a passing grade the student must

- exhibit a sensitivity to artistic and aesthetical values during formal teaching, discussions and the like, including assessments of the qualities of images.

## **Contents**

Individual students' abilities to perceive people and objects are stimulated through exercises in drawing and painting, with particular emphasis on how the three dimensions of such objects and the students' two-dimensional images of them are related to one another; one of the exercises is in artistically creating things to accord with three dimensional public space. Lectures introduce the exercises by clarifying the fundamental conditions of visual communications.

## **Examination details**

**Grading scale:** UG - (U,G) - (Fail, Pass)

**Assessment:** The individual student can either Pass or Fail. To achieve a Pass, he or she must have submitted material that is approved and shall in addition have at least an eighty per cent active attendance at exercises and lectures.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

## **Admission**

**The number of participants is limited to:** No

**The course overlaps following course/s:** AFO240

## **Reading list**

- Edwards, B: *New Drawing on the Right Side of the Brain Workbook., Guide Practice in the five Basic Skills of Drawing.* Jeremy P. Tarcher, 2002, ISBN: 9781585421954. Reference.
- Nilson, KG: *KG Nilson färglära.* Carlsson, 2004, ISBN: 9789172035973. Reference.
- Nörretranders, T: *Märk världen: en bok om vetenskap och intuition.* Albert Bonniers Förlag, 1999, ISBN: 9789100570705. Reference.

## **Contact and other information**

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