



Visual communication: practices and principles Visuell kommunikation: praktik och principer

7.5 credits

Ladok Code: AX1MM1

Version: 1.0

Established by: Artistic Research and Education Board 2026-03-18

Valid from: Autumn 2026

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): The course does not have a main area (GXX)

Disciplinary Domain: Design

Prerequisites: General entry requirements for university studies

Subject Area: Design

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

Content

The course provides an understanding of visual communication in fashion and textile design with a focus on how design ideas, concepts and strategies are formulated, developed, and communicated. The course combines practical design work with theoretical perspectives. Central visual methods are trained for idea development, conceptualisation and presentation, and the course introduces historical and theoretical perspectives on visual expression in fashion and textiles. The main content of the course is:

- Key principles and concepts of visual communication
- Basic visual communication methods such as analogue and digital sketching, mood boards and collage techniques
- Critical reflection of theories and concepts in visual communication in the design areas of fashion and textiles, from historical and contemporary perspectives
- Develop and apply visual strategies to present your own design ideas and concepts
- Communicate design ideas visually based on proprietary developed strategies
- Analysis and critical reflection of principles in visual communication of design work

Learning Outcomes

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

1. demonstrate skills and ability to use relevant methods, strategies and techniques to visually convey ideas, concepts and processes,
2. demonstrate knowledge and understanding of basic concepts and principles in visual communication relevant to textile and fashion design in relation to contemporary and historical perspectives,
3. demonstrate basic knowledge and understanding of the importance of visual communication in fashion and textile design,
4. demonstrate skills and ability to use relevant sketching and illustration techniques,
5. demonstrate the ability to critically evaluate and discuss visual expression in relation to design tradition and context from relevant theoretical and aesthetic perspectives.

Forms of Teaching

Instruction consists of lectures, seminars, and written assignments.

The language of instruction is English.

Forms of Examination

The course will be examined through the following examination elements:

Written assignment

Learning outcomes: 2, 3, 5
Credits: 3
Grading scale: Fail (U) or Pass (G)

Visual documentation

Learning outcomes: 1, 3, 4
Credits: 4.5
Grading scale: Fail (U) or Pass (G)

For a passing grade for the entire course, a passing grade is required for all examination components.

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

Sullivan, A. (2016). "*Karl Marx: Fashion and Capitalism.*" *Thinking through fashion: a guide to key theorists*. Red. Agnès Rocamora & Anneke Smelik. London: In B Tauris.

Tseñlon, E. (2016). "*Jean Baudrillard: Postmodern Fashion as the End of Meaning.*" *Thinking through fashion: a guide to key theorists*. Red. Agnès Rocamora & Anneke Smelik. London: In B Tauris.

Other course literature is selected in consultation with the course coordinator.

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 an elective programme course within Bachelor's programmes at the Faculty of Textiles, Engineering and Business.

This syllabus is a translation from the Swedish original.