



## COURSE SYLLABUS

# Content Design for New Media, 7.5 credits

*Innehållsdesign för New Media, 7,5 högskolepoäng*

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<b>Course Code:</b> TINK12	<b>Education Cycle:</b> First-cycle level
<b>Confirmed by:</b> Dean Mar 1, 2022	<b>Disciplinary domain:</b> Technology
<b>Valid From:</b> Aug 1, 2022	<b>Subject group:</b> IF1
<b>Version:</b> 1	<b>Specialised in:</b> GIF
	<b>Main field of study:</b> Informatics

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### Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- display knowledge of the specific conditions regarding visual design and communication for digital interactive media/New Media and social media
- display comprehension of how traditional graphic design principles and concepts can be used within the context of digital interactive media/New Media

Skills and abilities

- demonstrate the ability to create graphics and visual elements taking advantage of the specific conditions and opportunities of digital interactive media/New Media
- demonstrate the ability to produce visual content for social media building on the specific conditions and opportunities of the selected platforms
- demonstrate the ability to create visual brand identities incorporating the specific conditions and opportunities of digital interactive media/New Media
- demonstrate the ability to incorporate motion and sound to enhance the visual communication within digital interactive media/New Media

Judgement and approach

- demonstrate an understanding of how visual concepts within digital media can incorporate current research in New Media and Human-Computer Interaction
- demonstrate an understanding of the role of storytelling, narratives, and genre knowledge for the creation of content for digital interactive media/New Media.

### Contents

The purpose of this course is to expand the tools and theories within graphic design and visual communication to prepare the students for the new media landscape. The focus will be on the creation and design of content for social media and other digital media platforms. The course also gives training in motion graphics and video production. The students will learn how to create engaging content for specific buyer personas and subject domains.

The course includes the following elements:

- Content creation for social media and other digital platforms
- Aesthetics and its impact on the user experience
- Interactive content
- Branding and visual identity for digital media
- Storytelling for digital media
- Animation and audio in visual communication
- Introduction to sound design
- Knowledge in software for motion graphics, video and photo editing

### **Type of instruction**

Lectures, lab sessions, exercises and project work.

The teaching is conducted in English.

### **Prerequisites**

General entry requirements and completed courses in Fundamentals of Graphic Design, 7,5 credits and Visual Communication, 7,5 credits (or the equivalent).

### **Examination and grades**

The course is graded 5,4,3 or Fail.

The final grade for the course is based upon a balanced set of assessments. The final grade will only be issued after satisfactory completion of all assessments.

Registration of examination:

Name of the Test	Value	Grading
Project Work	2.5 credits	5/4/3/U
Assignments	5 credits	5/4/3/U

### **Course literature**

The literature list for the course will be provided 8 weeks before the course starts.

Lupton, E. (2017) Design is Storytelling. Cooper-Hewitt Museum. ISBN: 9781942303190

Excerpts from:

Shaw, A. (2019) Design for Motion. Fundamentals and Techniques of Motion Design. Routledge. ISBN: 9781138318656