

Programme syllabus

Master's Programme in Visual Communication

Decision

The programme syllabus is established by the Board for Artistic Development on 11-12-2013. Applicable to students admitted from the autumn semester 2014.

1 BASIC PROGRAMME INFORMATION

1.1 Title of the programme in English and Swedish

Master's Programme in Visual Communication
Masterprogrammet i visuell kommunikation

1.2 Credit load

120 credits (ECTS/högskolepoäng)

1.3 Programme code

MVK14

1.4 Language of instruction

All teaching, supervision and examination is conducted in English.

1.5 Specific entry requirements

Bachelor's degree of Fine Arts (equivalent to a Swedish bachelor's degree of at least 180 credits), or the equivalent. Proficiency in English equivalent to Swedish upper secondary school course English 6/English B with a passing grade.

1.6 Selection

Selection is made on artistic grounds and is based on portfolios, project description and interview.

1.7 Degree

Master's Degree of Fine Arts in Visual Communication.

Degree project

For the Master's Degree of Fine Arts in Visual Communication, the student must have completed a degree project of at least 30 credits in Visual Communication.

Following completion of studies on the programme and of studies corresponding to the requirements laid down in the Higher Education Ordinance's system of qualifications and in the local Degree Ordinance for Konstfack, the student can apply for a Master's degree of Fine Arts in Visual Communication.

1.8 Grading scale

U= Fail

G= Pass

2 NATIONAL QUALITATIVE TARGETS UNDER THE HIGHER EDUCATION ORDINANCE

Knowledge and understanding

For a Degree of Master of Fine Arts (120 credits) the student must

- demonstrate knowledge and understanding in the main field of study, including both broad knowledge of the field and a considerable degree of specialised knowledge in areas of the field as well as specialised insight into current research and development work, and
- demonstrate familiarity with methods and processes for dealing with complex phenomena, issues and situations in the field.

Competence and skills

For a Degree of Master of Fine Arts (120 credits) the student must

- demonstrate the ability to formulate new issues autonomously and creatively and contribute to the formation of knowledge, solve more advanced problems, develop new forms of personal expression as well as to reflect critically on his or her artistic approach and that of others in the main field of study
- demonstrate the ability to create and execute his or her own ideas with his or her own personal expression, to identify, formulate and solve artistic and creative problems autonomously and also to plan and undertake advanced artistic tasks using appropriate methods within predetermined time frames
- demonstrate the ability both nationally and internationally to present and discuss his or her works and artistic issues in speech, writing or in other ways and in dialogue with different audiences, and
- demonstrate the competence and knowledge required to work autonomously in a professional capacity.

Judgement and approach

For a Degree of Master of Fine Arts (120 credits) the student must

- demonstrate the ability to make assessments in the main field of study informed by relevant artistic, social and ethical issues
- demonstrate insight into the role of art in society, and
- demonstrate the ability to identify the need for further knowledge and take responsibility for his or her ongoing learning.

3 PROGRAMME-SPECIFIC OBJECTIVES

In addition to the national targets for Master's degrees, Konstfack has established the following objectives for the Master's Programme in Visual Communication.

Knowledge and understanding

For a Master's Degree of Fine Arts in Visual Communication, the student must

- demonstrate in-depth knowledge and understanding of how visual communication as a norm-critical practice and theory work in relation to broader societal, social and ethical issues.

Competence and skills

For a Master's Degree of Fine Arts in Visual Communication, the student must

- demonstrate the ability to evidence substantially deeper knowledge

- demonstrate the ability to pose research-related questions in the area

Judgement and approach

For a Master's Degree of Fine Arts in Visual Communication, the student must

- show the potential of visual communication as a participating force in societal processes

4 PROGRAMME OUTLINE

4.1 Programme description

Visual communication is a rapidly growing field which concerns people in everyday life. The programme offers a norm-critical perspective of visual communication with the purpose of providing the student with an in-depth understanding of how their own work relates to relevant societal and ethical issues.

Who shares what with whom and via what form/media – with what effect? The Master's Programme in Visual Communication enables the student to research relationships in communicative processes and how meaning is created or transformed via these relationships. Over a period of two years, the student is afforded the opportunity to both challenge and specialise their own practice in relation to the main field of study and a broader societal context. With norm-creative methods, the programme looks into how identity, norms and boundaries are produced and reproduced via visual communication. Via supervision, seminars, feedback, workshops and lectures, the programme constitutes a unique collaborative environment in which students' work is in focus for both discussion and doing.

Students on the programme will add depth to their individual work within one of the programme's two tracks: graphic design or illustration.

4.2 Programme overview

The programme consists of four compulsory courses with elective elements. Each compulsory course has a load of 30 credits (one semester).

Compulsory courses with elective elements

Semester 1: *Introduction, 30 credits*

During the *Introduction*, the student is oriented in norm-creative methods, provided with basic insight into current research questions and introduced to Konstfack's workshops. In dialogue with supervisors, the student draws up a plan for continued studies.

Semester 2: *In-depth studies 1, 30 credits*

The student is afforded the opportunity to map out their work, the questions it poses, the methods and the theoretical and practical premise. In consultation with supervisors, students choose the course elements that are relevant for specialisation within their own work.

Semester 3: *In-depth studies 2, 30 credits*

In consultation with supervisors, students choose the course elements that are relevant for further specialisation within their own work.

Semester 4: *Degree project, 30 credits*

Via the degree project, the student's work is completed and presented publicly, both verbally and in writing.

Elective elements

The elective elements are intended to improve the student's work in relation to visual communication and a broader societal context.