



COURSE SYLLABUS

Introduction

30.0 Credits

Code: MVK106

Established by: 2026-04-28, Prefekt

Valid from: Autumn semester 2026 (2026-08-31)

Level within study regulation: Second cycle

Subject group: DE1 Design

Disciplinary DE Design 100%

domain:

Grading scale: UG Two-grade scale

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|----------------|------------------------------|
| Course modules | Ways of Seeing, 15.0 Credits |
| | Full Colour, 15.0 Credits |

Main course content

Ways of Seeing

During this course module, students explore the purposes and possibilities of visual communication in the context of mass communication. The module focuses on how visual communication shapes – and is shaped by – our understanding of the world and societal power structures. Through discussions and using concrete examples, visual communication is made visible and analysed as a social and political force. Through practical application, students test how shifts in perspective and aesthetic choices affect how – and what – a visual design communicates. Key visual communication concepts and texts are examined from a critical and exploratory perspective. Knowledge sharing is an important element of the course module, and students develop their ability to give and receive feedback. During the course module, students are also introduced to the workshops associated with the programme.

Full Colour

During the module, students develop their knowledge of how visual communication shapes – and is shaped by – our understanding of the world and societal power structures. Students participate in practice-driven investigations of how power relations, positioning and the commonsensical are visually represented and expressed – historically and at present. Students deepen their understanding of the relationship between image and text by identifying and discussing analytical tools and concepts. During the course module, students also begin to formulate the individual project that will lead to the degree project.

Intended learning outcomes

Ways of Seeing

After completing the module, the student should be able to:

- discuss visual communication from a power-critical perspective and critically reflect on how visual communication shapes – and is shaped by – our understanding of the world
- critically reflect on the potential of visual communication to influence and change society
- critically and experimentally examine recognised concepts and texts in the subject area
- give and receive feedback and explain how feedback can be used in practical design work
- make conscious aesthetic choices and reflect on how these change the communication of the work
- independently and safely use workshops linked to the programme
- identify and articulate perspectives on sustainability, relevant for a practice in visual communication, from an individual, social and/or global level

Full Colour

After completing the module, the student should be able to:

- independently formulate questions through visual communication that contributes to the development of knowledge in the field
- use analytical tools for understanding images in and through practical work
- identify, give concrete examples of and critically reflect on how power relations, positioning and the commonsensical are portrayed and expressed in visual communication
- independently and critically respond to the work of others

Entry requirements

Bachelor's degree of Fine Arts in Visual communication (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.

Forms of examination

Active participation in group work, discussions and feedback sessions, visual outcome, oral and visual presentations.

The examiner is responsible for providing the grading criteria for the examination, and for these to be part of the course description and published on Canvas.

Students who receive the grade Fail (underkänd) in an examination are entitled to take a further five examinations as long as the course is given, in order to achieve the grade Pass (godkänd). Students who fail an examination twice by an examiner are entitled to request that another examiner is appointed to decide grades for the test. A request should be made to the Head of Department.

If there are special reasons, or a need for adjustments for a student who has been granted specific pedagogical support, the examiner may decide to deviate from the course syllabus provisions regarding the form of examination. For example, this may include alternatives such as replacement assignments or exemptions from

compulsory course components. The content and learning outcomes, including the expected skills, knowledge, and abilities, may not be altered.

Reading list and other study material

The reading list is presented in the module description.

Additional information

The department is responsible for other essential information, such as detailed teaching methods and grading criteria, to be available for students before the start of the course.

This course may not be credited towards a degree together with similar courses taken and passed, where the content is completely or partly the same as the content of this course.

Students may request that examination according to this syllabus is conducted no more than twice during one two-year period after it has expired.

The course is a mandatory part of the master program Visual Communication.

A minimum of 45 credits from the master's programme in Visual communication, at Konstfack, semester 1 and 2 is required to enter semester 3. A minimum of 90 credits from the master's programme in Visual communication semester 1-3 is required to enter semester 4.

The course is taught in English.

This syllabus replaces the syllabus for MVK104.