

# KONSTFACK

Institutionen för Design, Konsthantverk och  
Konst Masterprogrammet Visuell  
kommunikation Kurskod: MVK100  
Provkod: 2000  
Nivå: Avancerad nivå  
Gäller: HT20

## COURSE MODULE

### DESCRIPTION

Introduction / Introduktion

Full Colour

15 credits of a total of 30 credits

---

**Course coordinators:** Parasto Backman and Emma Rendel

**Participating teachers:** Johanna Lewengard, Sara Teleman, Moa Matthis

**Lecturers:** Hanna Heilborn, Tobias Hübinette, Hayfaa Al-Chalabi, Nontsikelelo Mutiti, Brita Lindwall Leitman, Cecilia Hei Mee Flumé, Jöns Mellgren, Sara Kaaman, David Scheutz

### **General:**

This module provides a further introduction to projects, research and questions relevant to the field.

### **Intended learning outcomes:**

After completion of the course, the student should:

- ❖ Demonstrate broad knowledge and understanding of the main field of study
- ❖ Demonstrate the ability to reflect critically on one's own and others' approaches to the main field of study
- ❖ Demonstrate the ability to discuss the possibilities of visual communication as a participatory force in societal processes
- ❖ Demonstrate the ability to describe and critically reflect on the possible effects of visual communication in various situations
- ❖ Provide examples of how aesthetic displacements can be used to change communication in a project
- ❖ Provide examples of how images and the use of images has changed over time

### **Course organisation and types of instruction:**

Seminars, lectures, workshops, colour seminar, film screenings + discussion, oral presentations.

### **Examination**

- Presentation of student's individual project and its research question/s (6 min)
- Submission of a written analysis of a specific case in which stereotypes within visual communication have changed over time and how this is related to power structures, form of media and context

- Participate and present an individual project (6 min) and the written assignment (10 min), on the final examination days, the 13th and 14th of January

### **Grading criteria**

For a grade of “Pass”, the student must:

- Actively participate in the courses Narrative Processes and Constructing Differences, and the workshops Everybody’s Glossary and Writing with Practice
- Give an oral and a visual presentation of their colour research assignment
- Be able to present a case where categories of stereotypes in visual communication have changed over time, produce a relevant analysis of this with a power relation perspective and show understanding for the specific medium's influence on the message
- Present their individual project and it’s research questions

### **Course reading list and other study materials**

Peggy McIntosh: *White Privilege. Unpacking the Invisible Knapsack*

Adolf Loos: *Ornament is Crime*

Texts by Edward Said

*The History of Racism* (BBC)

*Deconstructing White Privilege* with Dr Robin Di Angelo

*Intersectionality* with Kimberlé Crenshaw

*The Slanted Screen*

*Stereotyped threat* with Claude Steele

*Read the Mask, Tradition Is Not Given*

### **Schedule:**

Day 1: 11<sup>th</sup> of November, 0900 in S1

Detailed schedule will be handed out on the 19<sup>th</sup> of November

### **Document produced by:**

Emma Rendel and Parasto Backman 2020-10-10