

COURSE DESCRIPTION UNIT

Introduction / Introduktion

Ways of seeing

15 credits of total 30 credits

Responsible teacher: Parasto Backman and Emma Rendel

Participating teachers: Sara Teleman, Johanna Lewengard, Tomas Colbengtson, Lars Ernholm, Moa Matthis,

Visiting lecturers: Rebecca Vinthagen, Joanna Rubin Dranger, Ninos Josef, Mara Lee, Sigga Hulda Sigurdardottir

General

This course provides an introduction to visual communication as a social force for change through norm critique and norm creative methods

Learning outcomes

Ways of Seeing 15 credits. After completing the course, the student will:

- demonstrate broad knowledge and understanding of the field of visual communication
- 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
- be able to provide examples of how different aesthetic choices can be used to change communication in a project
- show in practice how such aesthetic choices can be used to change communication in their own work

Course structure and teaching methods:

Seminars, lectures, workshops, presentations, Open School lectures.

Examination

Active participation in the *Norm Creativity in Practice* and *Unfolding Canons* short courses

Active participation in *Ways of Seeing* seminar

Active participation in the *Typography* and *Identity and Text as Voice* workshops

Active participation in the final feedback sessions examinations on the 3rd and 4th of November.

Grade criteria

In order to obtain the grade Pass, the student must:

Describe and demonstrate insight into different ways in which the norms of society, especially those related to power structures, can be manifested in visual communication

demonstrate an ability to analyse and critically discuss their own and other student's work as an active part of a larger political and social discourse

show an understanding of how different aesthetic choices can change the message in a piece of visual communication and a practical ability to facilitate such a change in their own work

Course literature

Ways of seeing, BBC, John Berger, 1972

Hall, Stuart. Representation. London: SAGE, 2013 (chapter 1 and 4)

Barthes, Roland. Mythologies. New York: Hill and Wang, 2012.

Schedule

Day 1: Monday 1 September

Detailed schedule given separately.

Document drawn up by:

Parasto Huss Backman and Emma Rendel 2020-08-18