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## COURSE SYLLABUS

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Introduction

Introduktion

30 credits / 30 högskolepoäng

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Course code: MVK102

Established by: Head of department, 19<sup>th</sup> of May, 2016

(Replaces course syllabus established: 22<sup>nd</sup> of May, 2015)

Revised by: Head of department, 12<sup>th</sup> of April 2017, 2<sup>nd</sup> of May, 2018

Valid from: Autumn 2016

Education level: Second cycle

Subject group/ Main field of study group: DE1 Design/21410 Design

Disciplinary domain: DE 100%

Division into course components: Ways of seeing, 15 credits and Full Colour, 15 credits

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### 1. Main course content:

#### Ways of seeing:

The unit is focused on discussions about different concepts and references in visual communication ("everybody's glossary"). These discussions occur in the form of seminars, feedback sessions, lectures and student lectures. Former students are invited to speak about their projects and teachers are invited to speak about their own research projects. Feedback sessions with methods for giving and receiving criticism, conversations about ethical displacements. Supervision methods, individual conversations and group feedback.

#### Full Colour:

- Introduction to different research projects relevant to the field
- Visual communication and writing
- Mediation, media landscape of today, MIL, media and information literacy
- How print and new media change and relate to and affect one another

## **2. Intended learning outcomes:**

### **Ways of seeing:**

Upon successful completion of the module, the student shall be able to:

- 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

### **Full Colour**

Upon successful completion of the module, the student shall be able to:

- demonstrate the ability to describe norm-critical methods and how they can be applied to one's own work
- demonstrate knowledge of giving and receiving criticism
- provide examples of projects in visual communication and describe how they relate to different perspectives such as societal aspects and power structures
- demonstrate the ability to analyze and problematize the use of stereotype images
- demonstrate the ability to independently and creatively formulate questions and contribute to the development of knowledge

## **3. Entry requirements:**

Specific entry requirement:

- Bachelor's degree of 180 credits in Visual communication, or equivalent knowledge in the field.
- Passed grade in English equivalent to English 6/English B is required.

## **4. Grading scale:**

The course uses the grading scale Fail (U) or Pass (G).

## **5. Forms of examination:**

The modules are continuously assessed through discussions, lectures, reports in seminars, written reports and a final presentation

The examiner is responsible for providing the grading criteria for the examination, and for these to be published on the intranet.

Students who receive the grade Fail (underkänd) in an examination are entitled to take a further five tests 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.

## **6. Reading list and other study material:**

Any course literature will be announced no later than 3 weeks before the course starts and will be presented as an appendix to the course syllabus.

## **7. 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 can request to be assessed according to this syllabus no more than twice during a two year period after it has expired.

The course is compulsory and is a part of the master program in Visual communication

The course is taught in English.