KOMC20, Strategic Communication: Applied Visual Communication, 7.5 credits

Strategisk kommunikation: Tillämpad visuell kommunikation, 7,5 högskolepoäng

First Cycle / Grundnivå

Details of approval

The syllabus is an old version, approved by the board of the Department of Strategic communication on 2018-11-28 and was last revised on 2018-11-28. . The revised syllabus applied from 2018-11-30. , autumn semester 2019.

General Information

The course is a free-standing course.

Language of instruction: English

Main field of studies	Depth of study relative to the degree requirements
Strategic Communication	G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the student shall be able to

Knowledge and understanding
- describe and analyze applied visual communication and it's significance for strategic communication,
- identify and describe foundational design processes, methods and outcomes and in relation to visual communication,
- identify relevant design software and describe it's different application areas within various communication plattforms and media,

Competence and skills
- ability to create, implement and express relevant design in relation to visual communication, target groups, media, and contexts,
- apply relevant digital design tools for imagery and layout within visual communication for digital and print media,
- apply, argue and reflect over chosen design method within the design process,
- discuss and reflect over applied visual communication in relation to relevant target groups, media, and contexts,

Judgement and approach
- metareflect over your own development and design process,
- reflect on ethical consequences within applied visual communication.

Course content

The aim of the course is to provide the student with theoretical knowledge and practical skills within applied visual communication. The first part of the course deals with how to design visual communication material, the design process, different design methods for developing a visual product as well as relevant design software and their application in different platforms and media, the relevance of meta reflection and the increasing significance of visual communication in strategic communication. In the second part the student is given the opportunity to create an individual project within applied visual communication. The student develops a visual design product with significance to Strategic Communication. Within the frame of the course, the student will be given the opportunity to form the project description in relation to educational background and professional interests.

Course design

The teaching is given in the form of lectures, supervision, workshops, and seminars.

Participation in workshops is compulsory unless special circumstances apply. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

Assessment

Examination takes place through a project through a design software assignment (1 credits), an individual practical project (3,5 credits) and a theoretical reflection report (3 credits). The project, including paper, is presented and discussed at an examination seminar.

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses that have ended during that school year. Two further re-examinations on the same course content are offered

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within a year of the end of the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.
The grade for a non-passing result is Fail. The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

The course grade is determined by calculating the mean of the weighted grades of marked exams. Weighted grades are calculated by transforming the grade to numbers (A = 5, B = 4, C = 3, D = 2, E = 1), then multiplying the number with the credits assigned to the respective element of the exam. To pass the course, the student must have received at least the grade E on all components of the course marked with the grading scale E – A, F, and pass all other components marked with the grading scale Pass – Fail, and participated in all compulsory components.

The assignment on design software (1 credit) are exempted from the grading scale above Pass or Fail are used as grades for these components. For the grade of Pass, the student must show acceptable results. For the grade of Fail the student have shown unacceptable results.

At the start of the course, students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied on the course.

Entry requirements

For admission to the course, the student must have completed course requirements of at least 60 credits in a Social Science subject or equivalent.

A good command of English language both spoken and written, equivalent to English 6/B (advanced) proficiency in the Swedish secondary system, is required. Equivalence assessments will be made according to national guidelines. Foreign students are exempted from the basic university eligibility requirement of commanding the Swedish language.

Subcourses in KOMC20, Strategic Communication: Applied Visual Communication

Applies from H19

1901	Project, 4,0 hp
	Grading scale: Fail, E, D, C, B, A
1902	Report, 2,5 hp
	Grading scale: Fail, E, D, C, B, A
1903	Design Software, 1,0 hp
	Grading scale: Fail, Pass

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syllabus approved in Swedish