



Faculty of Social Sciences

## **SKOC25, Strategic Communication: Communication Design in Digital Landscapes, 15 credits**

*Strategisk kommunikation: Kommunikationsdesign i digitala  
landskap, 15 högskolepoäng*  
First Cycle / Grundnivå

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### **Details of approval**

The syllabus was approved by the board of the Department of Strategic communication on 2017-11-28 to be valid from 2017-12-01, spring semester 2018.

### **General Information**

The course is a compulsory component of semester 2 of the Bachelor of Science programme in Strategic Communication, 180 credits, and the Bachelor of Science programme in Strategic Communication and Digital Media, 180 credits. The course is offered in Helsingborg.

*Language of instruction:* Swedish

Components in other Scandinavian languages and English may be included.

*Main field of studies*

Strategic Communication

*Depth of study relative to the degree requirements*

G1N, First cycle, has only upper-secondary level entry requirements

### **Learning outcomes**

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

#### **Knowledge and understanding**

- demonstrate an understanding of psychological factors in the communication process and their significance for communication design
- demonstrate knowledge of theories of how target groups perceive visual communication and graphic design

- demonstrate knowledge of key principles of web publishing and interaction design
- demonstrate an understanding of the digital tools for image processing, layout and web design

### **Competence and skills**

- identify digital communication problems and solutions in speech and writing
- develop digital communication strategies for specific activities
- plan and execute a strategic communication design for a specific target group integrating media and message
- deploy basic principles of work with digital tools for image processing, layout and web design.

### **Judgement and approach**

- critically analyse and assess graphic and visual expressions in relation to a given target group
- apply an ethical approach in relation to a given communication design

### **Course content**

The aim of the course is to provide students with basic knowledge and skills in communication design in digital environments. It develops the students' theoretical knowledge and practical skills to communicate strategically on digital platforms. During the course, the students will practise working creatively with image and text within the area of strategic communication.

The course consists of four components:

Component 1. Message, Communication and Target Group. The component deals with the basic elements of strategic communication planning, such as aim, target group and situation analysis, and how they control message and media choice strategy and tactics. Furthermore, students will be introduced to theories of cognitive psychology on how target groups perceive, process, remember and respond to visual and graphic messages, and of how this knowledge can be used in the development of communication strategies.

Component 2. Web Design and Web Publishing The component deals with strategies for web and interaction design, and with user experience (UX). The students will be introduced to key principles of web publishing and different categories of publishing systems, and learn the basics of markup language standards (HTML5), style sheets and search engine optimisation.

Component 3. Applied Visual Communication and Graphic Design. This component enables the students to work with the production of integrated visual contents for both a digital and physical platform. It deals with the basics of applied graphic design and photography, and with digital tools for image processing and layout.

Component 4. Digital Project This component enables the students to work in groups on a project in collaboration with a client. The project synthesises the theoretical and practical skills of the three previous components. The students plan and complete a project, in which they analyse and develop the digital strategic communication of an organisation. Communication design is converted into concrete strategies and the

relations between problems, aims, media, message and evaluation of communication are clarified. The component also introduces the ethical and legal aspects concerning the communication of commercial messages. The component is concluded with a seminar at which the student presents a report and a digital production.

## Course design

The teaching consists of lectures, supervision, seminars and workshops.

Unless there are valid reasons to the contrary, participation in workshops and seminars is compulsory. 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

The assessment of the four components of the course is based on the following:

Component 1 Message, Communication and Target Group (3 credits). Individual take-home exam.

Component 2 Web Design and Web Publishing (2 credits). Written assignment in groups.

Component 3 Applied Visual Communication and Graphic Design (2 credits). Individual assignment to be presented at a seminar.

Component 4 Digital Project (8 credits). A group project to be presented at a seminar. The project includes a report and a presentation as well as a digital production.

Three opportunities for examination are offered in conjunction with the course: a first examination, a retake and a catch-up exam. Two further re-examinations on the same course content are offered within a year of a major change or discontinuation of the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

Plagiarism is considered a serious offence at Lund University, and disciplinary measures will be taken against all forms of misconduct in connection with an assessment of study performance. The penalty that may be imposed for this, and other unfair practice in examinations or assessments, includes suspension from the University.

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.

For a grade of Pass on the course, the student must have been awarded at least a grade of E for all components assessed with the grading scale E-A and a grade of Pass for all components assessed with the grading scale Pass-Fail, and participated in all compulsory components. The highest grade is A, and the lowest passing grade is E. 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 have shown unacceptable results.

Component 2, Web Design and Online Publishing, and component 3, Applied Visual Communication and Graphical Design, 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.

The student's grades for Component 1, Message, Communication and Target Group (2 credits), and Component 4, Digital Project (8 credits), are added up to a final grade. The grade for the whole course is based on an aggregate of the graded tests (in which A = 5, B = 4, C = 3, D = 2 and E = 1) divided into the number of credits for each test. To pass the course, the student must have received at least E on all components assessed with the grading scale E- A, Fail and the grade Pass on all components assessed with the grading scale Pass/Fail as well as participated in all compulsory components.

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

## Entry requirements

General and courses corresponding to the following Swedish Upper Secondary School Programs: English 6, Mathematics 2a/2b/2c and Social Studies 1b/1a1+1a2.

## Further information

To be admitted to the course, students must be admitted to the Bachelor of Science programme in Strategic Communication, 180 credits, or the Bachelor of Science programme in Strategic Communication and Digital Media, 180 credits.

The course can not be included in a degree together with SKOC22 Communication Design in Digital Landscapes, 15 credits, SKOA81 Communication Design, 7.5 credits, SKDK26 Online Publishing, 7.5 credits, or KOMC04 Design Tools and Web Publishing for Communicators, 7.5 credits.

## Subcourses in SKOC25, Strategic Communication: Communication Design in Digital Landscapes

Applies from V18

- 1701 Message, Communication and Target Group, 3,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1702 Web Publication and Web Design, 2,0 hp  
Grading scale: Fail, Pass
- 1703 Applied Visual Communication and Graphic Design, 2,0 hp  
Grading scale: Fail, Pass
- 1704 Digital Project, 8,0 hp  
Grading scale: Fail, E, D, C, B, A