



LUND
UNIVERSITY

Faculties of Humanities and Theology

BBHB54, Book History: The Industrial Print, 7.5 credits

Bokhistoria: Det industriella trycket, 7,5 högskolepoäng

First Cycle / Grundnivå

Details of approval

The syllabus was approved by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology on 2020-03-10 to be valid from 2020-03-10, autumn semester 2020.

General Information

The course is offered as a freestanding course. It can be included in a first or second cycle degree.

Language of instruction: Swedish

Main field of studies

Cultural Sciences with specialization in Book History

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

- at a basic level, describe the fundamental features of graphic communication methods, primarily in Western culture from approximately the year 1800 to the present day
- at general level, explain the links between the development of print, distribution and social progress in the period from 1800 to the present day
- carry out elementary analyses and descriptions of the link between graphic communication methods and social context from the year 1800 to the present day
- account for the fundamental features of the history of the graphic communication with regard to design, technology and materials during the period

Competence and skills

- present the fundamental features of the history of graphic communication and account for the causes for change in the period in question
- account for the fundamental features of modern book culture and its media history context
- account for the importance of digitisation for the book and graphic communication

Judgement and approach

- analyse different graphic communication forms from 1800 to the present day
- critically approach the link between graphic design, technology and the social context

Course content

The course provides students with basic knowledge of the conditions of graphic communication, media and documents, primarily in the West, from approximately the year 1800 to the present day. The course has an historical and cultural perspective. The interaction between texts, their material media and societal changes is studied. The course focuses on the development of the book and communication culture during the industrialisation and emergence of modern society, as well as the subsequent consequences of the digital shift. Teaching includes the study of graphic documents such as books, magazines and images, both printed and digital, as well as their production, technology, economics and aesthetics. The documents are studied in light of the industrialisation and digitisation, and the development and changes to the book market and society. Book history perspectives and methods are highlighted and discussed.

Course design

The course is offered entirely as a distance learning course, supported by an online learning platform and/or digital tools. Optional meetings on campus may occur. Students are required to participate according to these conditions, and to have access to a computer with an internet connection. Participation in group discussions is compulsory. The department will provide information about the technical requirements.

Assessment

Assessment of the course is based on active participation in group discussions and on two individual written assignments.

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, Pass, Pass with distinction.

Assessment of the course is based on one shorter and one longer written assignment.

For the grade of Pass with Distinction on the course, the student must have been awarded the grade of Pass with Distinction on the longer assignment.

Entry requirements

General requirements for university studies in Sweden

Further information

1. The course is offered at the Department of Arts and Cultural Sciences, Lund University.
2. The course may be studied as Module 4 in BBHA15 Book History: Level 1 and, together with freestanding courses BBHB51, BBHB52 and BBHB53, may be combined to comprise Level 1 in Book History.
3. The credits allocated for course content that in whole or in part is commensurate with another course can only be credited once for a degree. For further details, see the current registration information and other relevant documentation.

Subcourses in BBHB54, Book History: The Industrial Print

Applies from V21

2101 Book History: The Industrial Print, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction