



LUND
UNIVERSITY

Faculties of Humanities and Theology

KOGP15, Communication, Cognition and Accessibility: Multimodal Information from The Point of View of The Receiver, 7.5 credits

*Kommunikation, kognition och tillgänglighet: Multimodal
information i mottagarperspektiv, 7,5 högskolepoäng*

Second Cycle / Avancerad nivå

Details of approval

The syllabus is an old version, approved by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology on 2021-01-18 and was valid from 2021-01-18, autumn semester 2021.

General Information

Subject: Cognitive Science

The course is offered as a freestanding course.

Teaching may occur in English.

Main field of studies

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*Depth of study relative to the degree
requirements*

A1N, Second cycle, has only first-cycle
course/s as entry requirements

Learning outcomes

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

Knowledge and understanding

- understand and define concepts in basic cognitive science theories and concepts relating to how people notice, process, understand and remember information that others wish to convey
- account for how multimodal products are received by users and understand which underlying cognitive processes influence the processing and understanding of complex messages

Competence and skills

- apply research and methods in cognitive science to test and analyse the reception of multimodal messages

Judgement and approach

- critically reflect on issues and possibilities regarding accessibility for different user groups (e.g. individuals with visual impairment or blindness).

Course content

How do we design communication products based on people's needs? Which cognitive based principles can we apply to facilitate the navigation, processing and understanding of complex multimodal products (e.g. magazines, brochures, websites)?

The course provides students with detailed knowledge of the role of cognition in visual communication and introduces basic theories and concepts relating to how people notice, process, understand and remember information that others wish to convey. The aim of the course is for students to obtain an advanced understanding of how visual and multimodal products are received by users as well as an understanding of which underlying cognitive processes influence the processing and understanding of complex messages.

The students acquire basic cognitive science theories on visual perception, attention, cognitive load and develop the ability to formulate hypotheses and test different presentation alternatives. The students acquire an understanding of how the reception of visual design and multimodal products is influenced by both low-level and high-level processes. Students taking the course will be introduced to different research methods for the testing of user behaviour. Discussions will focus on the relationship between the design intention and the actual understanding of the multimodal message as well as to what extent the design supports and controls the effects for a particular user group. Assumptions about the processing of multimodal messages will be set against new empirical research about real interaction with complex texts in print and digital media.

The course content also covers the interaction of people with different media and the role of technology in communication and cognition. The students will discuss how technical solutions and AI-support for digital communication work for users. One of the aims of the course is to provide students with advanced knowledge of accessibility and the effects on different user groups, in particular individuals with special needs (e.g. individuals with vision impairment, blindness, attention disorders, dyslexia etc). The course concludes with a group project in which the students test and evaluate different presentation alternatives with different user groups.

Course design

The teaching consists of lectures, seminars, workshops and a group project.

Assessment

The course concludes with a group project in which the students test and evaluate different presentation alternatives with different user groups. The results are presented in the form of a written group report and an individual oral presentation.

Two to three brief written presentations and reports are to be submitted during the course.

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.

For a grade of Pass, the student must have been awarded at least this grade for all the assessed components. For a grade of Pass with Distinction, the student must also have been awarded the grade of Pass with Distinction on the individual oral presentation.

Entry requirements

To be admitted to the course, students must have successfully completed course requirements comprising 90 credits in the social sciences or humanities, or the equivalent.

Further information

1. The course is offered at the the Department of Philosophy, Lund University.
2. 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 KOGP15, Communication, Cognition and Accessibility:
Multimodal Information from The Point of View of The Receiver

Applies from H23

- 2301 Group assignment, 2,5 hp
Grading scale: Fail, Pass
- 2302 Individual written assignments, 2,0 hp
Grading scale: Fail, Pass
- 2303 Oral exam, 3,0 hp
Grading scale: Fail, Pass, Pass with distinction

Applies from H21

- 2101 Communication, Cognition and Accessibility, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction