KOMC04, Strategic Communication: Design tools and web publishing for communicators, 7.5 credits

Strategisk kommunikation: Designverktyg och webbpublicering för kommunikatörer, 7,5 högskolepoäng

First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2016-11-29 to be valid from 2016-12-01, spring semester 2017.

General Information

The course is offered as a freestanding 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

To pass this course, students will

Knowledge and understanding
- show knowledge of theories and methods for web publishing and web optimization,
- show knowledge of basic theories in graphical design and its application in production of printed matters and digital artifacts,
- demonstrate an understanding of how digital tools for image processing, layout and web publishing can be implemented in production of different digital artifacts,

Competence and skills
- demonstrate the ability to use basic graphical design principles in image and web production,
- demonstrate the ability to apply basic methods and programmes for digital layouts for print, image, and digital publishing,
- demonstrate the ability to process photographs and illustrative material in digital production,
- demonstrate the ability to integrate tools for optimisation in production of digital artifacts,
- demonstrate the ability to compile target-group adapted graphical presentations with a combination of image and text,

Judgement and approach
- be able to critically analyse and evaluate graphical expressions considering a given target group,
- be able to argue in writing and orally for solutions to problems that concern communication design and web optimization.

Course content

The purpose of the course is to give the students basic knowledge and skills in graphical design, tools for image processing and layout, web publishing and web optimization. The student creates familiarity with theories, principles and tools by interleaving theoretical studies with production and reflection.

The first component treats basic principles in graphical design and digital tools for image processing, image production and layout. The other component treats web publishing via a web interface by means of a web publishing system (Web Content Management System). The student is also introduced to tools for optimisation of digital artifacts. With this knowledge student learns to use and configure a modern publishing tool in order to communicate a message for a target group. In this course component the student works with the production of a digital artifact in which skills in application of graphical design principles, image processing, and layout are synthesised with skills in web publishing and optimization.

Course design

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

Participation in seminar 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

The assessment is based on:

- assignment on image processing and layout, 3 credits
- assignment on digital artifact production, 4.5 credits.

In connection with the course, three examination sessions been offered; a first examination and two re-examinations. Within a year of the end of the course, two further re-examinations on the same course content are offered. Thereafter, the student is further offered examination sessions but in accordance with current course syllabus.

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 student?s performance is assessed with reference to the learning outcomes of the course. For the grade E, the student has shown a sufficient 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 A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

Grade on the whole course consists of a mean of graded tests (where A = 5, B = 4, C = 3, D = 2 and E = 1) divided into the number of credits for each graded test. To pass the course must student has received smallest E on all components assessed with the grading scale E- A, Fail and the grade Pass on all components assess with the grading scale Pass- Fail as well as participating in all compulsory components.

At the start of the course, the student about the intended learning outcomes of the course syllabus as well as about the grading scale and its application are informed in the course.

Entry requirements

90 credits in relevant subject in social studies, economics or humanities.

Oral and written language proficiency in English equivalent English 6/B from Swedish upper secondary school is a requirement. International qualifications will be assessed in accordance with national guidelines. A general exemption for the requirements of proficiency in Swedish is allowed.

Further information

The course can not include in degree with SKOC22 Communication design in digital media, 15 credits or SKDA24 Web publishing, 7.5 credits.

Subcourses in KOMC04, Strategic Communication: Design tools and web publishing for communicators

Applies from V17

1601   Image processing and layout, 3,0 hp
         Grading scale: Fail, E, D, C, B, A
1602   Digital Artifact, 4,5 hp
         Grading scale: Fail, E, D, C, B, A