



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **KOMC70, Strategic Communication: Applied Visual Communication, 7.5 credits**

*Strategisk kommunikation: Tillämpad visuell kommunikation, 7,5 högskolepoäng*  
First Cycle / Grundnivå

---

### **Details of approval**

The syllabus was approved by the board of the Department of Strategic communication on 2021-12-14 to be valid from 2021-12-21, autumn semester 2022.

### **General Information**

The course is a free-standing course.

*Language of instruction:* English

*Main field of studies*

Strategic Communication

*Depth of study relative to the degree requirements*

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 its significance for strategic communication, (1)
- identify and describe foundational design processes, methods and outcomes in relation to visual communication, (2)

#### **Competence and skills**

- ability to create, implement and express relevant design in relation to visual communication, target groups, media, and contexts, (3)

- apply relevant digital design tools for imagery and layout within visual communication for digital and print media, (4)
- apply, argue and reflect over chosen design method within the design process, (5)
- discuss and reflect over applied visual communication in relation to relevant target groups, media, and contexts, (6)

### **Judgement and approach**

- metareflect over your own development and design process, (7)
- reflect on ethical consequences within applied visual communication. (8)

### **Course content**

The aim of the course is to provide the student with theoretical knowledge and practical skills within applied visual communication. The course deals with how to design visual communication material, the design process, and design methods for developing a visual product as well as relevant design software and their application in different platforms and media. Further, the course deals with the relevance of meta reflection and the increasing significance of visual communication in strategic communication. The student completes individual assignments in design programs as well as seminars which are examined in groups. The student writes an individual theoretical reflection report where the student also carries out an individual design work with relevance for 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. *Parts of the teaching can take place in the form of online teaching.*

Participation in seminars 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 design software assignment (2 credits),
- seminars (1 credit)
- an individual practical project (2,5 credits)
- a theoretical reflection report (2 credits).

The project 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 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 (2 credits) and seminars (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 KOMC70, Strategic Communication: Applied Visual Communication

Applies from H22

- 2201 Individual design software assignments, 2,0 hp  
Grading scale: Fail, Pass
- 2202 Seminars, 1,0 hp  
Grading scale: Fail, Pass
- 2203 Individual practical project, 2,5 hp  
Grading scale: Fail, E, D, C, B, A
- 2204 Individual theoretical report, 2,0 hp  
Grading scale: Fail, E, D, C, B, A