



Faculty of Social Sciences

## **SKDA47, Strategic Communication: Visual Communication, 7.5 credits**

*Strategisk kommunikation: Visuell kommunikation, 7,5  
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 2016-12-15 to be valid from 2017-01-23, spring semester 2017.

### **General Information**

The course is a compulsory course during the fourth semester in the Bachelor's programme in strategic communication and digital media, 180 credits. The course is given 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*

G1F, First cycle, has less than 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**

- show knowledge of visual communication
- show knowledge of the importance of visual communication for the everyday life of people
- show knowledge of how visual communication can be used in strategic communication

### **Competence and skills**

- demonstrate the ability to produce a message visually
- demonstrate the ability to discuss consequences of visual messages

### **Judgement and approach**

- demonstrate the ability to reflect on ethical aspects of visual communication
- demonstrate the ability to evaluate visual communication.

### **Course content**

The aim of the course is that the student should acquire basic knowledge in and understanding of visual communication. So well practical as theoretical knowledge in visual communication is treated. Practical components are directed towards visualisation, while the theoretical components are directed towards visual culture.

### **Course design**

The teaching is given in the form of lectures, practical assignments and seminars.

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**

Examination takes place through a presentation of and writing an individual project work.

In connection with the course, three examination sessions been offered; a regular test and two re-examinations. Within a year of the end of the course, two further re-examinations on the same course content are offered. After this, further re-examination opportunities are offered but in accordance with the 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, Pass, Pass with distinction.

For a grade of Pass, the student must have attained the learning outcomes stated for the course. To pass with distinction, it been furthermore required that the intended

learning outcomes are particularly well met. 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**

For admission to the course, completed course requirements about 60 credits in the Bachelor's programme in strategic communication and digital media are required.

## Subcourses in SKDA47, Strategic Communication: Visual Communication

Applies from V17

- 1601 Presentation and Individual Project, 7,5 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1602 Seminars, 0,0 hp  
Grading scale: Fail, Pass