

SKOC29, Strategic Communication: Communication Design in Digital Landscapes, 15 credits

*Strategisk kommunikation: Kommunikationsdesign i digitala
landskap, 15 högskolepoäng*
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2020-06-10 to be valid from 2020-06-11, spring semester 2021.

General Information

The course is a compulsory course during the second semester of the Bachelor Programme in Strategic Communication, 180 credits and of the Bachelor Programme in Strategic Communication and Digital Media, 180 credits. The course is offered in Helsingborg.

Language of instruction: Swedish

Some parts of the course may be given in other Scandinavian languages and English.

Main field of studies

Strategic Communication

Depth of study relative to the degree requirements

G1N, First cycle, has only upper-secondary level entry requirements

Learning outcomes

Upon the completion of the course, the students shall:

Knowledge and understanding

- be able to analyse and compare communication strategies as well as communication activities based on different models and theories in strategic communication (1)
- be able to analyse and reflect on visual communication and graphic design in relation to the expression of both aesthetic representation and contextual context (2).

Competence and skills

- be able to create and express the design of communication activities in relation to graphical visual communication, media, target groups and contexts through use of digital design tools and web publishing, (3)
- be able to plan and produce a coherent communication strategy for a specific organisation where the strategy consists of analysis, of implementing a visual production through the use of digital design tools and web publishing, and of a proposal on evaluation, (4)
- be able to systematise and give an account of information in a strategic way in speech and writing in relation to a given target group. (5)

Judgement and approach

- be able to analyse and discuss visual and graphical expressions considering sender, message, target group and contexts by applying a critical approach, (6)
- be able to critically analyse and reflect upon the own knowledge development and the learning process by applying a meta-perspective (7).

Course content

The aim of the course is that the student should, based on contemporary and historical contexts, apply a critical and reflexive approach at analysis and implementation of communication strategies, graphical visual communication and graphic design. From a strategic communication perspective, the student should demonstrate practical skills and theoretical knowledge in the fields of communication strategies, graphical visual communication, graphic design/aesthetic representation and of graphical digital production and web publishing systems.

Course design

The teaching consists of lectures, supervisions, seminars and workshops. Parts of the teaching can take place in the form of a web-based online teaching.

Unless there are valid reasons to the contrary, participation in seminars is compulsory. 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 course is assessed in the following way:

Problem, process and strategy, 3 credits (learning outcomes 1, 6). Assessed by an individual written assignment.

Computer Aided Design (CAD) assignments, 1.5 credits (learning outcome 3). Assessed by individual written assignments.

Graphic design and production, 5.5 credits (learning outcomes 2, 3, 6). Assessed by an individual written assignment.

Project, 4 credits (learning outcomes 1, 3, 4, 5, 6). Assessed by a group project that will be presented at a seminar. The project includes production, presentation and a written report.

Reflection assignment, 1 credit (learning outcome 7). Assessed by an individual written assignment.

Three opportunities for examination are offered in conjunction with the course: A first examination and two re-examinations. At least two further re-examinations on the same course content are offered within a year of a major change to, or discontinuation 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.

For a grade of Pass on the course, the student must have been awarded at least a grade of E for all components assessed with the grading scale E - A, F and a grade of Pass for all components assessed with the grading scale Pass - Fail, as well as participated in all compulsory components. The highest grade is A and the lowest passing grade is E. 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 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 has demonstrated unacceptable results.

The student's grades on all components are combined to form a final grade. The grade for the whole course is based on an aggregate of the graded tests (in which A = 5, B = 4, C = 3, D = 2 and E = 1) divided into the number of credits for each test.

At the start of the course, students are informed about the learning outcomes stated in the syllabus, the grading scale as well as how it is applied in the course.

Entry requirements

General and courses corresponding to the following Swedish Upper Secondary School Programs: English 6, Mathematics 2a/2b/2c and Social Studies 1b/1a1+1a2.

Further information

To be admitted to the course, students must be admitted to the Bachelor of Science programme in Strategic Communication, 180 credits, or the Bachelor of Science programme in Strategic Communication and Digital Media, 180 credits.

The Course can not be included in a degree with SKOC28 Communication Design in digital landscapes 15 credits, SKOC27 Communication Design in digital landscapes 15 credits, SKOC25 Communication Design in digital landscapes 15 credits, SKOC22 Communication Design in digital landscapes 15 credits, SKOA81 Communication Design 7.5 credits, SKDK26 Web Publishing 7.5 credits or KOMC04 Design tools and

web publishing for communicators 7.5 credits.

Subcourses in SKOC29, Strategic Communication: Communication Design in Digital Landscapes

Applies from V21

- 2101 Problem, Process and Strategy, 3,0 hp
Grading scale: Fail, E, D, C, B, A
- 2102 Computer Aided Design (CAD) assignments, 1,5 hp
Grading scale: Fail, Pass
- 2103 Graphic Design and Production, 5,5 hp
Grading scale: Fail, E, D, C, B, A
- 2104 Project, 4,0 hp
Grading scale: Fail, E, D, C, B, A
- 2105 Reflection assignment, 1,0 hp
Grading scale: Fail, Pass