



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SKOC46, 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 2022-05-24 to be valid from 2022-05-25, spring semester 2023.

### **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*

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**

- show knowledge of visual communication, particularly visual culture
- show knowledge of the importance of visual communication for the everyday life of people
- show knowledge of how visual communication can be used in relation to communication goals

## Competence and skills

- demonstrate the ability to produce a message visually
- show the ability to visualize a message visually based on given goals and conditions
- 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 production of a visual message, while the theoretical components are directed towards visual culture.

## Course design

The teaching is given in the form of lectures, workshops, supervision 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 group project (3,5 hp) with practical orientation which involves creation, presentation and a written report and an individual paper focused on visual culture (4 hp).

For the group project and the individual paper (visual culture), the grades A-E are used while pass/fail are applied for the pedagogical reflection paper.

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.

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 student's grades from the group project and individual paper are added to a course grade, weighting according to the extent of the parts.

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

## Further information

The course cannot be part of a degree together with SKDA47 Visual Communication 7.5 credits, SKOC41 Visual Communication 7,5 credits or SKOC44 Visual Communication 7,5 credits.

## Subcourses in SKOC46, Strategic Communication: Visual Communication

Applies from V23

- 2301 Group work, 3,5 hp  
Grading scale: Fail, E, D, C, B, A
- 2302 Individual paper, 4,0 hp  
Grading scale: Fail, E, D, C, B, A