



Faculty of Arts and Social Sciences
Media and Communication Studies

Syllabus

Course Approval

The syllabus was approved by the Faculty Board of Arts and Social Sciences on 9 September 2014, and is valid from the Spring semester of 2015 at Karlstad University.

Course Code: MKGA61

Visual communication and design I, 30.0 ECTS Credits

(Visuell kommunikation och design I, 30.0 Swedish credit points)

Degree Level: Bachelor

Progressive Specialisation: G1N (First cycle, has only upper-secondary level entry requirements)

Language of Instruction

Swedish and English

Prerequisites

Admission to the Media and Communication programme in Visual Communication and Design (SGMKV-SGVK)

Major Field of Study

MKA (Media and Communication Studies)

Learning Outcomes

Upon completion of the course, students should be able to:

- reflect critically on the professional roles that include communicating through text, image and speech,
- give an account of and explain the legal and ethical issues involved in professional communication,
- give an account of different visual methods and communicative genres and relate them to different historical and current contexts,
- apply basic concepts in visual communication, graphic design, the design process, perception, multimodality, advertising, aesthetics and ethics,
- plan and design basic graphic and film productions to communicate meaning, concepts and ideas,
- comment on and analyse visual productions in terms of visual, semiotic rhetorical perspectives and analysis methods,
- assess visual productions from aesthetic and ethical perspectives,
- deliver oral and written critique of visual productions,
- apply central concepts in narratology, and
- plan, design and realise simple film productions.

Content and Form of Instruction

The course starts with a module on the communication officer's professional role, ethics and legal issues in relation to the increasingly changing media landscape. Basic theories on planning, analysing and interpreting visual communication and its practical implementation in different contexts such as graphic forms and printing production. Digital film production is treated including theoretical components alternating with hands-on exercises. The course comprises theoretical aspects as well as practical components.

Module 1 Professional role, jurisprudence and ethics, 7.5 ECTS cr

The module aims to place the communication officer in a societal context with a focus on the concept of professional role. The term communication officer refers to the broad category of professionals who are involved with planning, producing and distributing text (in a broad sense). Various professional roles in the area and their interrelations are treated. The general and basic legal issues of communication are discussed, including freedom of speech and the press, public access to information and copyrights. Students also learn to approach various problems that may arise in the daily critically and reflectively and to acquire knowledge of the basic ethical principles relevant to different roles. Contact with active professionals is an important part of the module.

Module 2 Introduction to visual communication and design, 22.5 ECTS cr

The module comprises theoretical and practical components designed to develop students' multiple communicative skills, their creative and communicative abilities and their competence in using media technology. Students practice and analyse different ways of communicating meaning, ideas, concepts and narration in visual form. The module also addresses issues of visual communication in historical and current contexts. Instruction is in the form of lectures, seminars and individual and group exercises. The lectures deal with theories on graphic design, perception, multimodality, advertising, aesthetic and ethics as well as introductions to visual productions in terms of visual, semiotic rhetorical perspectives and analysis methods. Students acquire basic knowledge of narrative techniques in film, video and interactive media as well as sound and moving picture editing.

Reading List

See separate document.

Examination

Assessment of learning outcomes is based on:

Module 1: written test, group work and individual hand-in assignments.

Module 2: individual hand-in assignments, group work and active participation in seminar discussions on assignments and group reports.

Grades

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course and modules. The grade of Distinction is awarded to students who have earned this grade for at least 16 out of the total 30 course credits.

Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course assessment is based on student views and experiences as reported in written course evaluations and/or group discussions. Students will be informed of the result of the evaluation and of the measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional Information

Students who enrolled before 1 July 2007 will complete their studies in accordance with the requirements of the earlier admission. Upon completion students may request degree and course certificates to be issued under the current ordinance if they meet its requirements.

The local regulations for studies at the Bachelor's and Master's levels at Karlstad University stipulate the obligations and rights of students and staff.

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