



Faculty of Arts and Social Science  
Media and Communication Studies

## Syllabus

### Visual communication and design II

<b>Course Code:</b>	MKGB61
<b>Course Title:</b>	Visual communication and design II <i>Visual communication and design II</i>
<b>Credits:</b>	30
<b>Degree Level:</b>	Undergraduate level
<b>Progressive Specialisation:</b>	First cycle, has less than 60 credits in first-cycle course/s as entry requirements (G1F)

**Major Field of Study:**  
MKA (Media and Communication Studies)

#### Course Approval

The syllabus was approved by the Faculty of Arts and Social Science 2015-03-03, and is valid from the Autumn semester 2015 at Karlstad University.

#### Prerequisites

Admission to the Media and Communication programme with an emphasis on visual communication and design plus 30 ECTS cr in Media and Communication Studies for the courses MKGA02 Introduction to Media and Communication Studies 15 ECTS cr, MKGA03 Text, Communication and Organisation 15 ECTS cr and MKGA61 Visual Communication and Design I 30 ECTS cr, or equivalent.

#### Learning Outcomes

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

- plan and carry out web development projects from idea to finished product,
- identify and describe the differences between various leadership roles in a project,
- describe the basic phases and stages of a project,
- explain and apply basic techniques and models for project planning and project management,
- give an account of basic models describing verbal and non-verbal communication, group roles and group development in teams,
- use HTML and CSS to create web pages,
- use basic JavaScript to create dynamic web pages,
- use basic PHP to handle forms and to create dynamically generated web pages,
- apply principles of usability design on the web in the analysis and production of websites,
- design content and code optimised for search engines,
- give an account of and apply basic concepts and theories in aesthetic and visual culture,
- explain and apply theories on aesthetics, interactivity and visual culture in the area interactive media, digital art and digital culture,
- adopt a critical attitude to practical examples of digital aesthetics, and
- reflect on theories on cultural and aesthetic implications of observable changes caused by the

development of digital media.

### **Content**

Module 1 Project management 7.5 ECTS cr

The module deals with the theoretical basis and techniques of general project management methodology with an emphasis on practical application of product management in professional project environments. The focus is on delimiting, planning, organising and concluding individual projects as well as on the interaction between project management and the organisation. The module also treats theories and models regarding individual and group behaviour, motivation and development with a focus on the dynamics in project teams, that is, temporary groups for the special purpose of creating and delivering a certain result. Instruction is in the form of lectures, laboratory sessions and seminars and based on group work involving also reflections on and analysis of how their own student groups function.

Module 2 Web production 15 ECTS cr

The module deals with the production of websites on the basis of the primary web language HTML. Students plan, design and realise aesthetic, communicative, useful and technically well developed websites. Areas such as usability design, search optimisation, web development processes and the techniques required to create websites are studied. Instruction is in the form of lectures, seminars and individual assignments and a major project.

Module 3 Digital Aesthetics 7.5 ECTS cr

The module explores several digital media forms (interactive art, advertisements, animation, social media etc.) in relation to aesthetic and cultural issues. From an historical perspective several theories on aesthetics and expressions are presented in relation to media and visual culture, cyber culture and digital aesthetics. Key issues covered are how the perception of aesthetics has changed over time and the differences and similarities between digital media and traditional media forms. Also discussed are how the visual, interactivity and our senses are affected by our use of and attitude to digital media technologies and art forms. Instruction is in the form of lectures, seminars and individual/group assignments. Lectures and seminars are supported by visual examples.

### **Reading List**

See separate document.

### **Examination**

Assessment of Module 1 is based on a written exam, active participation in laboratory sessions and seminars at which lab results are discussed.

Assessment of Module 2 is based on individual hand-in assignments, group projects and computer room exam. The exam tasks are practical and cannot be done anonymously.

Assessment of Module 3 is based on a written exam and on individual hand-in assignments, presented and discussed in mandatory seminars.

### **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 evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

**Course Certificate**

A course certificate will be provided upon request.

**Additional information**

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.