



Faculty of Arts and Social Sciences
Media and Communication Studies

Syllabus

Technical Foundations of Digital Media and Digital Design

Course Code:	MKGB90
Course Title:	Technical Foundations of Digital Media and Digital Design <i>Tekniska principer av digitala medier och digital design</i>
Credits:	15
Degree Level:	Undergraduate level
Progressive Specialisation:	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 Sciences 2018-02-19, and is valid from the Autumn semester 2018 at Karlstad University.

Prerequisites

Registered for MKGA91 Media Audiences in the Digital Age, 7.5 ECTS cr, MKGA92 Social Media and Social Theory, 7.5 ECTS cr and MKGA93 Strategic Communication and Organisation Analysis, 7.5 ECTS cr, or equivalent.

Learning Outcomes

Module 1 Digital Design, 7.5 ECTS cr

Upon completion of the module, the student should be able to:

- give an account of how simple web pages can be created with the help of basic markup and script-based programming languages,
- apply principles of strategic digital data analysis in the design of digital environments,
- describe the design process and design methods for developing strategic and target group adapted digital environments,
- experiment visually with data flows in digital environments by means of relevant analytical tools.

Module 2 Data Infrastructures, 7.5 ECTS cr

Upon completion of the module, the student should be able to:

- explain the infrastructural principles of digital communication,
- describe the logic of the basic algorithms that structure social media platforms,
- review and evaluate different modes of digital data analysis and the types of digital data on which the analysis is based,
- describe conceptually how analytical tools can be developed in digital environments, and
- discuss controversial aspects of large-scale data collection in regard to reliability, validity and ethics.

Content

The course comprises two modules:

Module 1 Digital Design, 7.5 ECTS cr

The module deals with issues of design processes in digital environments and the importance of analytical methods for evaluating and developing services in these contexts. The focus is on the conceptualisation of data-driven development, e.g. by observing patterns of usage and integrating them into design processes. The students plan, design and develop strategically tailored digital environments drawing on areas such as usability design, search optimisation, and web analysis. The students also reflect upon the role of the data analyst in an organisation, including the specific challenges this role entails in terms of communication and coordination. Instruction is in the form of lectures, workshops, seminars and supervised group work.

Module 2 Data Infrastructure, 7.5 ECTS cr

The module aims towards a general understanding of the technological frameworks involved in digital media analysis. The practical components of module 1 are followed up by introducing technical and conceptual vocabulary of digital communication networks and data analysis, including protocols, algorithms, data typologies, and metrics. Special emphasis is on the practices of tracking and targeting online, both in terms of the strategies being applied and the underlying technical infrastructure. The module also provides an overview of the functionalities and structure of the most relevant social media platforms and provides skills in critically analysing the data flows between them. Instruction is in the form of lectures, workshops, seminars and supervised group work.

Reading List

See separate document.

Examination

Module 1 is assessed on the basis of a group work presented orally and in writing at a mandatory seminar, an individual hand-in assignment, a written exam, and a written and oral group performance in reviewing another group's submission.

Module 2 is assessed on the basis of a group work presented orally and in writing at a mandatory seminar, an individual hand-in assignment, a written exam, and a written and oral group performance in reviewing another group's submission.

Grades

One of the grades Distinction (VG), Pass (G), is awarded in the examination of the course. The grade of Distinction is awarded to students who have earned this grade for 10 of the 15 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 and Master levels at Karlstad University stipulate the obligations and rights of students and staff.