



Faculty of Arts and Social Sciences  
Media and Communication Studies

## Syllabus

### Data Visualisation and Communication

<b>Course Code:</b>	MKGB93
<b>Course Title:</b>	Data Visualisation and Communication <i>Datavisualisering och kommunikation</i>
<b>Credits:</b>	7.5
<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 Sciences 2017-06-07, and is valid from the Spring semester 2018 at Karlstad University.

#### Prerequisites

Registered for MKGB90 Technical Foundations of Digital Media and Digital Design 15 ECTS cr and MKGB91 Digital Analysis Methods 15 ECTS cr, or equivalent

#### Learning Outcomes

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

- classify different types of data visualisation and visual forms,
- apply cognitive and aesthetic perspectives, relevant to visual perception and information processing, in creating data visualisations,
- explain why certain design choices in data visualisation are appropriate for specific communication goals,
- discuss how social, cultural, economic and political conditions influence - and are influenced by - data visualisations, and
- give an account of and assess ethical and political dimensions of data visualisations in terms of visual rhetoric, political campaigns, persuasion, and data journalism.

#### Content

Students develop their data visualization literacy, both in terms of producing high quality data visualisations and critical skills for evaluating and interpreting visual information. Students learn to apply core principles of visualisation related to perception, colour, and formats by working on practical cases. A central question concerns how data visualisations can privilege certain perspectives and how they are involved in the generation and modification of knowledge. Perspectives on visualisation as a tool of control and manipulation are contrasted with perspectives on visualisation as tools for increasing inclusion and transparency.

**Reading List**

See separate document.

**Examination**

Assessment is based on a group assignment, presented in writing and discussed and in a mandatory seminar, and on a written exam. Assessment is also based on oral group peer review performance.

**Grades**

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

**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.