



Faculty of Economic Sciences, Communication and IT
Media and Communication Studies

Syllabus

Course Approval

The syllabus was approved by the Faculty Board of Economic Sciences, Communication and IT on 9 November 2011, and is valid from the Autumn semester of 2012 at Karlstad University.

Course Code: MKGC60

Visual Communication and Design III, 30.0 ECTS Credits

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

Degree Level: Bachelor

Progressive Specialisation: G2E (First cycle, has at least 60 credits in first-cycle course/s as entry requirements, contains degree proj. for B.A./B.Sc.)

Language of Instruction

Swedish

Prerequisites

Admission to the SGMKV Media and Communication programme. Courses MKGA01 Media and communication studies I 30 hp and MKGB01 Media and communication studies II 30 hp

Major Field of Study

MKA (Media and Communication Studies)

Learning Outcomes

Upon completion of the course, students should be able to

- synthesize the main features of a theoretical field in media and communication studies,
- assess the analytical potential of a theory area,
- critically review the research design, theory and method of academic works, and
alternative A
- plan, design, perform and present theoretically-based and methodologically qualified studies in media and communication studies
alternative B
- demonstrate ability to design, perform and present a scientifically based project in the area of web/multimedia and/or visual communication.

Content and Form of Instruction

The course comprises three modules:

Module 1: Communication Theories, 7.5 ECTS cr

The module deals with current research fields in communication theory. Students choose to specialize in a number of areas offered, such as culture and media, public relations, the news media and journalism, communication and learning, political communication, and media and information technology and its impact on individuals and society. The course convener can give information about the current specialization opportunities and language of instruction.

Module 2: Research Methods, 7.5 ECTS cr

The module deals with the quantitative and qualitative research methods in the field of media and communication studies with an emphasis on data processing, analysis and the link between theory and method.

Module 3 (alt.A) Thesis Project, 15 ECTS cr

Students develop their ability to carry out academic work independently in a chosen field, applying theoretical as well as methodological knowledge. The module includes instruction on how to perform in a thesis seminar. Supervision is offered to students for the course duration. Students who re-register at a later time are offered supervision only if circumstances so permit.

Module 3 (alt.B) Practical Project, 15 ECTS cr

Students develop their ability to independently plan, design, complete and present a scientifically based practical project in the web/multimedia and visual communication field. Students also develop their ability to critically review and assess productions in the web/multimedia and visual communication field. The module includes instruction on how to conduct and perform in a project presentation seminar. Supervision is offered to students for the course duration. Students who re-register at a later time are offered supervision only if circumstances so permit.

Reading List

See separate document.

Examination

Modules 1 and 2 are assessed on the basis of oral and written reports and a final written exam.

Module 3 alt. A is assessed on the basis of the submitted thesis, presented and defended at a seminar. Examination includes the student's review and discussion of a fellow-student's thesis. The seminars are mandatory.

Module 3 alt. B is assessed on the basis of the seminar presentation and defence of the completed project. Examination includes the student's review and discussion of a fellow-student's project. The seminars are mandatory.

The number of examination opportunities is limited to five.

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 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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