



Faculty of Arts and Social Science
Media and Communication Studies

Syllabus

Visual Communication and Design III

Course Code:	MKGC60
Course Title:	Visual Communication and Design III <i>Visuell kommunikation och design III</i>
Credits:	30
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has at least 60 credits in first-cycle course/s as entry requirements, contains degree proj. for B.A./B.Sc. (G2E)

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

Course Approval

The syllabus was approved by the Faculty of Arts and Social Science 2016-03-14, and is valid from the Autumn semester 2016 at Karlstad University.

Prerequisites

Admission to the Media and Communication programme, Visual Communication and Design (SGMKV-SGVK). In addition, Media and communication studies 60 ECTS cr, including MKGA02 Introduction to Media and Communication Studies 15 ECTS cr, MKGA03 Text, Communication and Organisation 15 ECTS cr, and 15 credits for the modules Research Methods 7.5 ECTS cr and Independent Project 7.5 ECTS cr of the course MKGB62 Strategic Digital Communication 30 ECTS cr and 15 ECTS credits for the courses MKGA61 Visual Communication and Design I 30 ECTS cr, MKGB61 Visual Communication and Design II 30 ECTS cr and the module Strategic Digital Communication, 15 ECTS cr of the course MKGB62 Strategic Digital Communication 30 ECTS cr, or equivalent.

Learning Outcomes

Upon completion of the course, students should be able to

- problematize and synthesize the main features of a theoretical field in media and communication studies,
- evaluate and assess the analytical potential of a theory area in media and communication studies
- give an account of and apply central research methods in media and communication studies,
- critically review the research design, theory and method of academic works in media and communication studies, and

Alternative A

- plan, design, perform and present theoretically-based and methodologically advanced studies in media and communication studies

Alternative B

- design, perform and present an independent and research based and ethically justified design project in the area of digital visual communication design.

Content

The course comprises two modules:

Module 1: Research Survey and Research Design, 15 ECTS cr

The module deals with current research approaches in communication theory and students develop skills in writing a research survey in a specific specialisation area. The module further deals with 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. Ethical issues of relevance to research and investigation are treated throughout the module. The module involves many practical exercises. There may be instruction in English.

Module 2 Thesis Project, 15 ECTS cr

Students carry out an independent project according to one of two options:

Alternative A

Students develop their ability to carry out academic study (essay) independently in a chosen field by applying theoretical as well as methodological knowledge and conducting a theoretically-based analysis.

Alternative B

Students develop their ability to independently plan, design, complete and present a research-based practical design project in digital visual communication and design. Students also develop their ability to critically review and assess design processes and production in the field of digital visual communication and design.

The module includes instruction on how to conduct and perform in a thesis seminar. Supervision is offered to students for the course duration. Reregistered students are offered supervision only if circumstances so permit.

Reading List

See separate document.

Examination

Modules 1 is assessed on the basis of group work, presented and discussed in mandatory seminars and individual hand-in assignments.

Module 2 alt A is assessed on the basis of the submitted thesis, presented and defended at a seminar and performance as seminar peer reviewer. The seminars are mandatory.

Module 2 alt. B is assessed on the basis of a practical project and a research report, the seminar presentation of the completed project and performance as a seminar peer reviewer. The seminars are mandatory.

The number of examinations is limited to five due to limited resources.

Grades

One of the grades Distinction (VG), Pass (G) or Fail (U) is awarded in the examination of the course. The grade of Distinction for the course is awarded to students who have earned this grade for 16 of the 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 and Master levels at Karlstad University stipulate the obligations and rights of students and staff.