



Faculty of Arts and Social Sciences
Tourism Studies

Syllabus

Digital media and web publication

Course Code:	TVGT33
Course Title:	Digital media and web publication <i>Digitala medier och webbpublicering</i>
Credits:	7.5
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)

TRU (Tourism Studies)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2018-02-14, and is valid from the Autumn semester 2018 at Karlstad University.

Prerequisites

Tourism studies 30 ECTS credits, including TVGT14 Tourism Marketing and Communication 7.5 ECTS credits, or equivalent

Learning Outcomes

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

Knowledge and understanding

- give an account of basic theoretical knowledge of editing and publishing in digital media,
- explain the design process with a focus on digital media from a theoretical and practical perspective,

Competence and skills

- apply basic theoretical knowledge of web publishing in a tourism context,
- create and present in project form communication ideas derived from digital media,
- create an adapted communicative graphic form based on given frames and goals,

Judgement and approach

- reflect on different graphic design language for visual communication,
- evaluate digital communication in a tourism context.

Content

For the main part of the course, students carry out a project for digital publication. The course centres on the application of planned communication through the different problem-solving elements of the design process, which results in the production of a tourism project in digital channels adapted to the

tourism industry. The course concludes with students' evaluation of their own and fellow-students' project in relation to the theory treated in the course.

Reading List

See separate document.

Examination

Assessment is based on a group project, presented orally and in writing, and on performance as reviewers of other student projects individually and in groups.

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.

Required course for the tourism programme.