COURSE SYLLABUS
Visual Culture Media Project, 7.5 credits

Visual Culture Media Project, 7,5 högskolepoäng

Course Code:	LVCR25	**Education Cycle:**	Second-cycle level
Confirmed by:	Director of Education Oct 10, 2016	**Disciplinary domain:**	Social sciences
Valid From:	Autumn 2017	**Subject group:**	MK1
Version:	1	**Specialised in:**	A1N
Reg number:	HLK 2016/3738-313	**Main field of study:**	Media and Communication Science

Intended Learning Outcomes (ILO)

On completion of the course, the student should be able to:

Knowledge and understanding
- explain the concept of visual culture (1)
- understand theories of visual culture and communication (2)

Skills and abilities
- apply analytical tools for interpretation of visual communication (3)
- design sustainable visual communication projects (4)
- problematize how and when to create attention in traditional and social media (5)

Judgement and approach
- critically reflect upon sustainable requirements for implementing visual communication projects (6)

Contents
• Visual culture theories
• Analytical tools for interpretation of visual communication
• Design of sustainable visual communication projects
• Sustainable considerations related to visual communication in the public sphere
• Management of creating attention in traditional and social media

Type of instruction

The teaching consists of lectures, seminars and exercises performed individually or in groups.

A digital learning platform is used.

Students who have been admitted to and registered on a course have the right to receive instruction/supervision for the duration of the time period specified for the particular course to which they were accepted. After that, the right to receive instruction/supervision expires.

The teaching is conducted in English.

Prerequisites

General entry requirements and a Bachelor's degree (i.e. the equivalent of 180 ECTS credits at an accredited university) with at least 60 credits in media and/or communication studies, journalism, or equivalent. English proficiency is required. Exemption is granted from the requirement in Swedish.

Examination and grades

The course is graded A, B, C, D, E, FX or F.

The grades A, B, C, D and E are all passing grades. For courses with more than one examination, students are given a final grade based on an overall assessment of all examinations included in the course. The final grade of the course is issued only when all course units have been passed.

The examination is based on instruction and course literature.

The examination must allow for students to be assessed on an individual basis. Students may not make a second attempt at any examination (or element of examination) already passed in order to receive a higher grade. Further information concerning assessment and grading criteria is provided in a study guide distributed at the beginning of the course.

Students are guaranteed a minimum of three examination occasions, including the regular occasion.

If a student has failed the same examination three times, the student is entitled to request that the next examination is assessed and graded by a new examiner if possible. The decision to accept or reject such a request is made by the vice dean of education.

In case the course is terminated or significantly altered, examination according to the present course syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

For this course, the examination is based on one individual paper (examining ILO 1, 2,3) and one individual visual arts project with presentation and seminar (examining ILO 4, 5, 6).

In addition to passing the project assignment, is required for A in course grade, at least B on the written assignment; for B, at least C; for C, at least D; for D, at least E; and for E, at least E on the written assignment.

Registration of examination:

Name of the Test	Value	Grading

Individual written assignment	4 credits	A/B/C/D/E/FX/F
Individual visual arts project[I]	3.5 credits	A/B/C/D/E/FX/F

[I] Only C, FX or F is awarded

Course evaluation

At the end of the course, a course evaluation is performed and commented on by the course coordinator and, if possible, a student/students (course developer/s). The course evaluation, which is published on the relevant learning platform and submitted to the study administration, is to function as a basis for future improvements to the course.

Course literature

Ambrose, Gavin & Harris, Paul (2015). *Design Thinking for Visual Communication.* (Second edition). London: Bloomsbury. 192 pages.

Bignell, Jonathan (2002). *Media Semiotics.* (Second edition). Manchester: Manchester University Press. (Pages 5-130) 125 pages.

Hansen, Anders & Machin, David (2013). *Media & Communication Research Methods.* Basingstoke: Palgrave McMillan. (Pages 174-203) 29 pages.

Rampley, Matthew (2005). *Exploring Visual Culture.* Edinburgh: Edinburgh University Press. 257 pages.

Samara, Timothy (2011). *Graphic Designer's Essential Reference. Visual elements, techniques, and layout strategies for graphic designers.* Beverly, Mass.: Rockport Publishers. 250 pages. Full text on Library's homepage.

Tuten, Tracy L. & Solomon, Michael R. (2014). *Social Media Marketing.* London: Sage. 352 pages.

Articles 50 pages.

Own choice of literature 100 pages.

Reference literature

Bergström, Bo (2011). *Essentials of Visual Communication.* London: Laurence King Publishing. 240 pages.

Dent, Andrew H. & Sherr, Lewis (2015). *Packaging Design.* London: Thames & Hudson. 208 pages.

Fuad-Luke, Alastair (2005). *The Eco-design Handbook.* London: Thames & Hudson. 352 pages.

Citing Sources – How to Create Literature References. http://ju.se/library/search--write/citing-

sources---how-to-create-literature-references.html

Information Material about Anti-Plagiarism at Universities. *The Interactive Anti-Plagiarism Guide – Jönköping University.* http://pingpong.hj.se/public/courseId/10565/publicPage.do