



Course syllabus

Faculty of Arts and Humanities

Department of Design

1DI200 Visuell kommunikation 2: Kritiska perspektiv inom visuell kommunikation, 30 högskolepoäng

Visual Communication 2: Critical perspectives in visual communication, 30 credits

Main field of study

Design

Subject

Design

Level

First cycle

Progression

G1N

Date of Ratification

Approved 2024-05-14.

The course syllabus is valid from spring semester 2025.

Prerequisites

Basic eligibility + English 6.

Objectives

Module 1: Image Creation II: Critical Perspectives in the History of Visual Communication, 7.5 credits

After completing the module, the student should be able to:

- [Design] demonstrate and apply basic knowledge of critical perspectives in the history of visual communication
- [Learning and Curiosity] identify relevant methods for visual analysis and apply these methods to examine critical perspectives on the history of visual

communication

- [Design] conduct a project in visual communication with a focus on image creation by creating and assessing the relationship between text, image, and composition
- [Change] explore the concepts of sustainability and change management in relation to critical perspectives on the history of visual communication
- [Communication for Change] use visual analysis to critically explore and discuss their project in relation to a relevant design case study or artistic example based on their own research.

Module 2: Typography II: Social Sustainability and Critical Perspectives in Visual Communication, 7.5 credits

After completing the module, the student should be able to:

- [Design] demonstrate knowledge and understanding of theories and concepts in social sustainability and critical perspectives in visual communication
- [Design] demonstrate understanding of and apply typographic concepts at an intermediate level by building on previously acquired basic skills
- [Design] apply intermediate-level typography skills in a visual communication project
- [Design] conduct a typographic project based on the concept of social sustainability and critical perspectives in visual communication
- [Change] explore and critically reflect on the use of visual communication in society and its role in creating sustainable social change
- [Communication for Change] use visual analysis to critically explore and discuss their project in relation to a relevant design case study or artistic example based on their own research.

Module 3: Image Creation III: Moving Image I - Economic Sustainability and Critical Perspectives in Visual Communication, 7.5 credits

After completing the module, the student should be able to:

- [Design] demonstrate knowledge and understanding of theories and concepts in economic sustainability and critical perspectives on visual communication
- [Design] use basic concepts and tools in the field of moving images and be able to justify their choices
- [Design] conduct a visual communication project using moving images by creating and assessing the relationship between text, image, composition, temporality, and storytelling
- [Change] explore and critically reflect on the use of visual communication in society and its role in creating sustainable economic change
- [Communication for Change] use visual analysis to critically explore and discuss their project in relation to a relevant design case study or artistic example based on their own research.

Module 4: Collaborative Processes I: Interaction Design I – Ecological Sustainability and Critical Perspectives in Visual Communication, 7.5 credits

After completing the module, the student should be able to:

- [Design] demonstrate knowledge and understanding of theories and concepts in ecological sustainability and critical perspectives in visual communication
- [Collaboration] justify and apply basic collaborative processes and methods as part of an interaction design process
- [Design] conduct a project in interaction design based on the concept of

- ecological sustainability and critical perspectives in visual communication
- [Change] explore and critically reflect on the use of visual communication in society and its role in creating sustainable ecological change
- [Communication for Change] use visual analysis to critically explore and discuss their project in relation to a relevant design case study or artistic example based on their own research
- [Learning and Curiosity] critically reflect on their own learning process and, based on that, identify areas of strength and challenge.

Content

Module 1: Image Creation II: Critical Perspectives in the History of Visual Communication, 7.5 credits

This module introduces critical perspectives on the history of visual communication as a way for students to explore and critically reflect on their own position as visual communicators. The module provides an introduction to how visual communication has contributed to both positive and negative social changes and how it can contribute to sustainable change in the world today. Supported by supervision and workshops, tools are provided to understand, explore, and use visual communication and visual analysis in relation to the students' own design processes. The module continues to develop skills in visual communication through image creation processes in a visual communication project, and in written and oral form.

Module 2: Typography II: Social Sustainability and Critical Perspectives in Visual Communication, 7.5 credits

This module explores and maps the use of visual communication in relation to theories and concepts in the field of social sustainability and critical perspectives in visual communication. Supported by supervision and workshops, typographic concepts are applied and justified, focusing on carrying out a typographic project at an intermediate level, based on the concept of social sustainability and critical perspectives in visual communication. The module develops skills in typography in an individual visual communication project, and in written and oral form.

Module 3: Image Creation III: Moving Image I – Economic Sustainability and Critical Perspectives in Visual Communication, 7.5 credits

In this module, theories and concepts in economic sustainability and critical perspectives in visual communication are identified and discussed. The module introduces basic concepts and tools for moving images. Supported by supervision and workshops, image creation tools for visual communication and visual analysis are understood, explored, and applied, focusing on economic sustainability and critical perspectives in visual communication. The module continues to develop skills in visual communication through image creation processes in a visual communication project, and in written and oral form.

Module 4: Collaborative Processes I: Interaction Design I – Ecological Sustainability and Critical Perspectives in Visual Communication, 7.5 credits

In this module, theories and concepts in ecological sustainability and critical perspectives in visual communication are identified and discussed. The module introduces basic collaborative processes and methods as part of an interaction design process. Supported by supervision and workshops, collaborative processes and tools for visual communication and visual analysis are understood, explored, and applied, with a focus on ecological sustainability and critical perspectives in visual communication. The module develops skills in visual communication through collaborative processes in an interaction design project, and in written and oral form. By critically reflecting on

their own learning process, students identify areas of strength and challenge.

Type of Instruction

Teaching is delivered in the form of lectures, workshops, supervision, seminars, field work, and study visits.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

In order to receive the grade of Pass, the student must achieve the objectives. Grading criteria for the grade of Pass with Distinction will be specified when the course starts. For a Pass with Distinction for the entire course, this grade is required for at least 15 credits.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

Course Evaluation

Course evaluation should be conducted during or shortly after the course. The results and analysis should be promptly communicated to those who have taken the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course:
1DI280 Digital tools & processes, 30 credits; 1DI286 Digital tools & processes, 30 credits.

Other Information

Any additional costs for material and printouts are paid by the student.

Required Reading and Additional Study Material

Module 1: Image Creation II: Critical Perspectives in the History of Visual Communication, 7.5 credits

Bestley, Russell & McNeil, Paul (2022). *Visual research: An introduction to research methods in graphic design*. London: Bloomsbury Publishing. ISBN 9781350160569. 50 pp.

Pater, Ruben (2016). *The Politics of Design – A (Not So) Global Manual for Visual Communication*. Amsterdam: BIS Publishers. ISBN 9789063694227. 40 pp.

The course coordinator will furthermore select additional reading of approximately 175 pages.

Module 2: Typography II: Social Sustainability and Critical Perspectives in Visual Communication, 7.5 credits

Bestley, Russell & McNeil, Paul (2022). *Visual research: An introduction to research*

methods in graphic design. London: Bloomsbury Publishing. ISBN 9781350160569. 20 pp.

Lupton, Ellen (2010). *Thinking with type: A critical guide for designers, writers, editors, & students, third edition*. New York: Princeton Architectural Press. ISBN 9781797226828. 20 pp.

Lupton, Ellen, and Tobias, Jennifer (2021). *Extra Bold: A Feminist, Inclusive, Anti-racist, Nonbinary Field Guide for Graphic Designer*. New York: Princeton Architectural Press. ISBN 9781616899189. 25 pp.

Williams, Jim (2012). *Type matters!*. London: Merrel Publishers. ISBN 9781858945675. 20 pp.

The course coordinator will furthermore select additional reading of approximately 175 pages.

Module 3: Image Creation III: Moving Image I – Economic Sustainability and Critical Perspectives in Visual Communication, 7.5 credits

Elsaesser, Thomas (2010). *Film theory: An introduction through the senses*. Oxfordshire: Routledge. ISBN 9780415801010. 75 pp.

Thompson, Kristin & Bordwell, David (2009). *Film history: an introduction, third edition*. Chicago: McGrawHill Higher Education. ISBN 9780071267946. 75 pp.

The course coordinator will furthermore select additional reading of approximately 150 pages.

Module 4: Collaborative Processes I: Interaction Design I – Ecological Sustainability and Critical Perspectives in Visual Communication, 7.5 credits
Holmes, Kat (2020). *Mismatch: How Inclusion Shapes Design*. Cambridge: The MIT Press. ISBN 9780262539487. 40 pp.

The course coordinator will furthermore select additional reading of approximately 200 pages.