



Course syllabus

Faculty of Arts and Humanities

Department of Design

1DI300 Visuell kommunikation 3: Framtider, 30 högskolepoäng

Visual Communication 3: Futures, 30 credits

Main field of study

Design

Subject

Design

Level

First cycle

Progression

G1F

Date of Ratification

Approved 2024-09-13.

The course syllabus is valid from autumn semester 2025.

Prerequisites

At least 45 credits in Design or the equivalent and English 6.

Objectives

Module 1 – Visual Narration III: Speculative utopias and dystopias, 7.5 credits

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

- demonstrate basic knowledge about worldbuilding tools and other methods or practices used to visualise speculative utopias and dystopias [Design],
- apply visual mapping tools to explore and analyse speculative utopias and dystopias through visual communication [Design],
- conduct a project within visual communication using methods of visual narration to explore speculative future scenarios and fictions [Design],
- investigate the concept of sustainability and change-making in relation to

- speculative utopias and dystopias [Change],
- critically reflect on the creative process and outcomes for a project within visual communication [Learning and curiosity].

Module 2 – Visual Narration IV: Intersectionality & norms, 7.5 credits

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

- demonstrate knowledge of the concepts of intersectionality and norms through visual communication [Design],
- apply image-making techniques and approaches to analyse and question norms and intersectionality through methods of visual narration [Design],
- conduct a project within visual communication using methods of visual narration to explore intersectionality and norms [Design],
- explore the concept of sustainability and change-making for more just futures in relation to intersectionality and norm criticism [Change],
- justify their own design decisions by identifying a relevant external recipient and context for their project in visual communication [Communication for impact].

Module 3 – Image-Making IV: Moving Image II – Regenerative rituals, 7.5 credits

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

- demonstrate knowledge about basic theories and concepts within regenerative design related to sustainable ways of living in the future [Change],
- demonstrate and apply the use of intermediate concepts and tools for moving images by building further on previously acquired basic skills [Design],
- apply skills at an intermediate level of knowledge regarding moving-image concepts and tools, in a project in visual communication visual communication [Design],
- conduct a project in visual communication through moving image making creating and assessing the relationship between text, image, composition, temporality, performance, and storytelling, with the goal of exploring sustainable ways of living in the future [Design],
- explore and critically reflect on their use of visual communication to create sustainable regenerative futures [Change].

Module 4 – Image-Making V: Beyond Big Tech Solutions, 7.5 credits

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

- demonstrate knowledge about basic theories and concepts within critical perspectives on digital innovation in society [Change],
- choose and combine appropriate techniques and approaches to image-making by building further on previously acquired skills, concepts, and tools in a project in visual communication [Design],
- conduct a project in visual communication using image-making by creating and assessing the relationship between text, image, composition, and temporality, to critically explore uses of digital innovation for sustainable futures [Design],
- compare and critically evaluate the use and misuse of technical solutions to create sustainable futures [Change],
- critically reflect on their own learning process and based on that identify areas with strengths and challenges [Learning and curiosity].

Content

Module 1 – Visual Narration III: Speculative utopias and dystopias, 7.5 credits

In this module, visual mapping tools are used to explore and analyse speculative utopias

and dystopias through visual communication and speculative fiction, with particular focus on the creation and exploration of utopian and dystopian worlds. In the module, conceptual frameworks and practical tools which are necessary to form and to analyse speculative futures, and to use visual mapping techniques to formulate these ideas are used. This module emphasizes the application of visual narration to both critique and imagine future scenarios, while simultaneously considering the consequences of sustainability and social change within these speculative constructions.

With the support of supervision and workshops, tools of visual communication and visual mapping related to the design process are understood, explored and applied. During the module, skills within visual communication through visual narration and worldbuilding are developed, for the exploration of speculative future scenarios and fictions in a project within visual communication, in written and oral form.

Module 2 – Visual Narration IV: Intersectionality & norms, 7.5 credits

This module focuses on intersectionality and societal norms within visual communication, particularly how these elements affect design methods and change through sustainability. In the module, image-making techniques are acquired and applied to critically analyse and challenge these terms, while simultaneously using methods for visual narration to explore how visual communication can contribute to a more just future. In the module, a project is conducted which entails motivating design decisions by identifying and addressing a relevant external target group, and effectively communicating the effects of the project.

With the support of supervision and workshops, tools of visual communication and visual mapping related to the design process are understood, explored and applied. During the module, skills within visual communication through visual narration and methods of and approaches to image-making are developed, and students explore intersectionality and societal norms in a project within visual communication, in written and oral form.

Module 3 – Image-Making IV: Moving Image II – Regenerative rituals, 7.5 credits

In this module, theories and concepts within regenerative design related to sustainable ways of living in the future are discussed through visual communication. During the module, understanding and skills in the creation of moving images with a focus on regenerative design and sustainability are developed and specialised. Based on the student's basic knowledge, intermediate concepts and tools for moving images are introduced.

With the support of supervision and workshops, image-making tools for visual communication and visual analysis, with a focus on theories and concepts within generative design related to sustainable ways of living in the future are understood, explored and applied. During the module, skills within visual communication through image-making processes are developed in a project within visual communication, in written and oral form.

Module 4 – Image-Making V: Beyond Big Tech Solutions, 7.5 credits

In this module, theories and concepts within digital innovation and its impact on society are discussed through visual communication using various tools and methods of image-making. During the course, the student reflects upon how digital tools and technologies impact societal changes as well as the potential ethical consequences of their use.

With the support of supervision and workshops, image-making tools for visual communication and visual analysis, with a focus on the use and misuse of technical solutions to create a sustainable future are understood, explored and applied. During the

module, skills within visual communication through image making processes and methods are developed in a project within visual communication, in written and oral form. By critically reflecting on their own learning process, areas with strengths and challenges are identified.

Type of Instruction

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

Examination

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

In order to earn a Pass, the student must meet the course objectives.

Grading criteria for a Pass with Distinction will be provided in writing when the course starts. For the grade Pass with Distinction on the entire course, the student must have achieved a Pass with Distinction for at least 15 credits in the course.

Every module is examined through a project presented in visual and oral form, and through a written assignment and a project book.

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

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed 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:
1DI380 Infographics, 30 credits; 1DI386 Infographics, 30 credits.

Other Information

The student is personally responsible for potential additional costs for material and prints.

Required Reading and Additional Study Material

Module 1 – Visual Narration III: Speculative utopias and dystopias, 7.5 credits

Brown, Adrienne Maree, and Walidah, Imarisha, ed. (2015). *Octavia's Brood: Science Fiction Stories from Social Justice Movements*. Oakland: AK Press. ISBN: 9781849352093. 25 pages.

Dunne, Anthony, and Raby, Fiona (2013). *Speculative Everything: Design, Fiction, and Social Dreaming*. Cambridge: The MIT Press. ISBN: 9780262019842. 30 pages.

Meirelles, Isabel (2013). *Design for Information: An Introduction to the Histories, Theories, and Best Practices Behind Effective Information Visualizations*. Beverly: Rockport Publishers. ISBN: 9781592538065. 100 pages.

The teacher responsible for the course also chooses additional material comprising ca. 150 pages.

Module 2 – Visual Narration IV: Intersectionality & norms, 7.5 credits

Lupton, Ellen, and Tobias, Jennifer (2021). *Extra Bold: A Feminist, Inclusive, Antiracist, Nonbinary Field Guide for Graphic Designer*. New York: Princeton Architectural Press. ISBN: 9781616899189. 40 pages.

The teacher responsible for the course also chooses additional material comprising ca. 250 pages.

Module 3 – Image-Making IV: Moving Image II – Regenerative rituals, 7.5 credits

Simpson, Leanne Betasamosake (2021). *A Short History of the Blockade: Giant Beavers, Diplomacy, and Regeneration in Nishnaabewin*. Edmonton: University of Alberta Press. ISBN: 9781772125382. 40 pages.

Gelderloos, Peter (2022). *The solutions are already here: Strategies for ecological revolution from below*. London: Pluto Press. ISBN: 9780745345116. 20 pages.

The teacher responsible for the course also chooses additional material comprising ca. 250 pages.

Module 4 – Image-Making V: Beyond Big Tech Solutions, 7.5 credits

Pater, Ruben (2021). *CAPS LOCK: How capitalism took hold of graphic design, and how to escape from it*. Amsterdam: Valiz. ISBN: 9789492095817. 30 pages.

The teacher responsible for the course also chooses additional material comprising ca. 250 pages.