



Course syllabus

Faculty of Arts and Humanities

Department of Design

2DI086 Visual Communication and Change, 30 högskolepoäng

2DI086 Visual Communication and Change, 30 credits

Main field of study

Design

Subject Group

Design

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved by Faculty of Arts and Humanities 2022-11-21

The course syllabus is valid from autumn semester 2023

Prerequisites

90 credits in graphic design or visual communication and an approved portfolio.
English 6 or the equivalent.

Objectives

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

- practically apply visual communication as a change agent in relation to consumption patterns and economic systems,
- practically apply visual communication as a change agent in relation to a challenging revision of existing material,
- practically apply infographics as a change agent in relation to complex systems from a holistic perspective,
- reflect on their own design process in writing.

Module 1 – Antilogo, 7.5 credits

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

- conduct critical graphic design on consumption patterns and economic systems,
- explore consumption patterns and economic systems through design,
- in writing account for consumption patterns and economic systems from the

perspective of sustainability.

Module 2 – Propaganda vs. advertising, 7.5 credits

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

- conduct critical visual communication through a challenging revision of existing material,
- explore challenging forms of expression through design,
- in writing account for propaganda and advertising from the perspective of sustainability.

Module 3 – Change, 15 credits

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

- formulate, limit and conduct a project in infographics, in collaboration with society,
- explore complex systems from a holistic perspective through design,
- in writing reflect on their design process from the perspective of sustainability.

Content

Module 1 Antilogo 7.5 credits

This module includes seminars, design exercises and workshops in which the students explore and map out consumption patterns and economic systems from the perspective of sustainability. Supported by supervision and group discussions, the student conducts a project in critical graphic design focusing on consumption patterns and economic systems from the perspective of sustainability. The students also practise writing reflections on the themes of the module.

Module 2 Propaganda vs. advertising 7.5 credits

This module includes seminars and workshops in which the students explore and map out propaganda and advertising, and design exercises in which they adapt existing material in a critical and challenging manner, and practise using critical and challenging forms of expression in relation to advertising and propaganda. Supported by supervision and group discussions, the student conducts a project in critical visual communication focusing on a critical and challenging adaptation of existing material from the perspective of sustainability. The students also practise writing reflections on the themes of the module.

Module 3 Change 15 credits

This module includes seminars, design exercises and workshops in which the students explore infographics as a form of visualisation of complex systems from a holistic perspective. Supported by supervision and group discussions and in collaboration with society, the student conducts a project in infographics focusing on the visualisation of complex systems from a holistic perspective. The students also practise writing reflections on the themes of the module from the perspective of sustainability.

Type of Instruction

Teaching is delivered in the form of lectures, workshops, laboratory sessions, supervision, seminars, field work, study visits, independent study and interdisciplinary collaboration.

Examination

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

Each module is examined through the realisation of a project and reflections on the design process, practical assignments and a written assignment.

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. Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Credit 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: 2DI580 Visual Communication + Change, 30 credits.

Other

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

Required Reading and Additional Study Material

List of references Module 1 - Antilogo 7.5 credits

Klein, Naomi. (2009) *No Logo*. London, HarperCollins UK. ISBN 9780007340774. 120 p.

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

Additional relevant literature chosen by the teacher, ca 200 p.

List of references Module 2 - Propaganda vs. advertising 7.5 credits

Bernays, Edward (2004) *Propaganda*. New York, Ig Publishing. ISBN 9780970312594. 50 p.

Soules, Marshall (2015) *Media, Persuasion and Propaganda*. Edinburgh, Edinburgh University Press Ltd. ISBN 9780748644155. 120 p.

Additional relevant literature chosen by the teacher, ca 280 p.

List of references Module 3 - Change 15 credits

Relevant literature is chosen in consultation with the supervisor, ca 700 p.