



Course syllabus

Faculty of Arts and Humanities

Department of Design

2DI480 Visual Communication + Småland, 30 högskolepoäng

Visual Communication + Småland, 30 credits

Main field of study

Design

Subject Group

Design

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved 2016-12-19

Revised 2017-11-09 by Faculty of Arts and Humanities. Minor changes of objectives, content, examination and required reading.

The course syllabus is valid from spring semester 2018

Prerequisites

General entry requirements and English B (Field-specific entry requirements 2/A2). At least 75 credits in design or the equivalent.

Objectives

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

- practically apply interaction design as a change agent in relation to a multicultural society,
- practically apply visual communication as a change agent in relation to the theme of "land and city" from a regional perspective and focusing on sustainability,
- practically apply visual communication as a change agent in relation to power structures and equality,
- discuss and critically evaluate and contextualise a design process, in the form of essays and reports, and using texts and images.

Module 1 – Interaction design II. 7.5 credits

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

- practically apply interaction design as a change agent in relation to a multicultural society,
- conduct a project in digital interaction design in collaboration with regional parties and focusing on a multicultural society,
- explore the dimensions of a multicultural society through design,
- critically discuss the multiculturalism from the perspective of sustainability in the

form of an essay.

Module 2 – Småland. 15 credits

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

- practically apply visual communication as a change agent in relation to the theme of “land and city” from a regional perspective and focusing on sustainability,
- conduct a project in visual communication in collaboration with regional parties and focusing on the theme of “land and city”,
- explore the theme of “land and city” through design,
- critically evaluate and contextualise their own design process from the perspective of sustainability, in the form of a report.

Module 3 – Power relationships and visual communication. 7.5 credits

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

- practically apply visual communication as a change agent in relation to power structures, work and equality,
- conduct a project in visual communication on power structures, work and equality,
- explore power structures, work and equality through design,
- communicate an experience of power, work and equality using text and images.

Content

The parts of the course on which examination is based are compulsory. Information about these parts can be found in a study guide.

Module 1 Interaction Design II 7.5 credits

This module includes seminars, workshops and design exercises in which the students explore and map out the concepts of culture and multiculturalism from the perspective of sustainability. Supported by supervision and group discussions and in collaboration with regional parties, the student conducts a project in interaction design exploring and illustrating the many dimensions of a multicultural society. The students also practise discussing arguments relevant to the theme and subject in both speech and writing.

Module 2 Småland 15 credits

This module includes seminars, workshops and design exercises in which the students explore and map out the theme of “land and city” from a regional perspective, focusing on sustainability. Supported by supervision and group discussions and in collaboration with regional parties, the student conducts a design project in visual communication focusing on the theme of “land and city”. The student also writes a report critically evaluating and contextualising the design process.

Module 3 Power relationships and visual communication 7.5 credits

This module includes seminars, workshops and design exercises in which the students explore and map out relevant power structures in relation to work or workplaces focusing on issues concerning equality and social sustainability. Supported by supervision and group discussions, the student conducts a design project on the theme of “power structures and equality”, focusing on social sustainability. The student also has the opportunity to conduct an internship in the field of visual communication, followed by reflections on the theme of “power structures and equality” in relation to the internship. The student is responsible for finding and organising the internship.

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

EXAMINATION

The course is assessed with the grades A, B, C, D, E, Fx or F.

In each module, the student's performance is assessed on the basis of a project and reflections of design processes, as well as practical assignments and a written assignment.

The grade A is the highest grade and the grade E is the lowest grade for passing the course. The grade F means that the student's performance is assessed as failed.

For students who do not pass the first examinations, retake examinations are provided in accordance with local regulations at the university. For some parts of the course, a retake examination can only be offered in connection to the on-going course.

Course Evaluation

At the end of the course, a course evaluation is conducted. Results and analysis of the course evaluation are communicated to the students who have taken the course and the students who are taking the course when it is offered the next time. The evaluation is anonymous. The course evaluation is filed according to departmental regulations.

Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 2DI470 Småland, 30 credits.

Other

Assessment criteria for the A–F scale are communicated to the students in a separate document. The students are informed about the assessment criteria when the course starts, at the latest. Any costs for material and printouts are paid by the student.

Required Reading and Additional Study Material

List of references Module 1 - Interaction Design II 7.5 credits

Required Reading

Wright, P. & McCarthy, J. (2010) *Experience-Centered Design*. Morgan Claypool Publishers. ISBN 9781608450442. 123 p.

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

List of references Module 2 - Småland 15 credits

Required Reading

Gibson, K. (2015) *Manifesto for Living in the Anthropocene*. Punctum Books. ISBN 9780988234062. 100 p.

Additional relevant literature chosen by the teacher, ca 600 p.

List of references Module 3 - Power relationships and visual communication 7.5 credits

Required Reading

Engels, F. and Marx, K. (2014) *The Communist Manifesto*. Penguin Classics. ISBN.: 9780141397986. 64 p.

Additional relevant literature chosen by the teacher, ca 350 p.