



## 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 2020-11-19 by Faculty of Arts and Humanities. Revision of required reading in module 3. Change translation of "land och stad" to "urban and rural".

The course syllabus is valid from spring semester 2021

### **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 "urban and rural" 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 “urban and rural” 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 “urban and rural”,
- explore the theme of “urban and rural” 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**

### ***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 “urban and rural” 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 “urban and rural”. 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**

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

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.

If the university has decided that a student has the right to special educational support due to a disability, the examiner may offer an adapted test or allow the student to conduct the test in an alternative form. For students who do not pass their first examinations, retake examinations are provided in accordance with Local regulations for courses and examinations at the first and second levels at Linnaeus 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. Students who are taking the course when it is offered the next time are informed of the results at the start of the course. The evaluation is anonymous.

### 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***

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***

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***

Engels, F. and Marx, K. (2017) *The Communist Manifesto*. Pluto Press. ISBN: 9780745399379. 65 p.

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