



Course syllabus

Faculty of Arts and Humanities

Department of Design

2DI585 Visual Communication and Change, 30 högskolepoäng

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 2016-12-19

The course syllabus is valid from autumn semester 2017

Prerequisites

90 credits in graphic design or visual communication and an approved portfolio.
English B 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 critical and challenging revision of existing material,
- practically apply infographics as a change agent in relation to complex systems from a holistic perspective.

Module 1 – Antilogo, 7.5 credits

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

- practically apply visual communication as a change agent in relation to consumption patterns and economic systems,
- conduct critical graphic design on consumption patterns and economic systems,
- explore consumption patterns and economic systems through design,
- identify and account for consumption patterns and economic systems on the basis of the perspective of sustainability.

Module 2 – Propaganda vs. advertising, 7.5 credits

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

- practically apply visual communication as a change agent in relation to a critical and challenging revision of existing material,
- conduct critical visual communication through a critical and challenging revision of existing material,
- explore critical and challenging forms of expression through design,
- identify and analyse propaganda and advertising on the basis of the perspective of sustainability.

Module 3 – Change, 15 credits

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

- practically apply infographics as a change agent in relation to complex systems from a holistic perspective,
- formulate, limit and conduct a project in infographics, in collaboration with society,
- explore complex systems from a holistic perspective through design,
- critically evaluate and contextualise their own design process from the perspective of sustainability, in the form of a written reflection.

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 Antilogo 7.5 credits

In seminars, design exercises and workshops, the students identify and explore consumption patterns and economic systems from the perspective of sustainability. With the help of 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.

Module 2 Propaganda vs. advertising 7.5 credits

In seminars and workshops, the students identify and explore propaganda and advertising and in design exercises they conduct critical and challenging revisions of existing material and practise critical and challenging forms of expression in relation to advertising and propaganda. With the help of supervision and group discussions, the student conducts a project in critical visual communication focusing on critical and challenging revision of existing material from the perspective of sustainability.

Module 3 Change 15 credits

In seminars, design exercises and workshops, the students explore infographics as a form of visualisation of complex systems from a holistic perspective. With the help of 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.

Type of Instruction

Teaching is delivered in the form of workshops, design exercises, seminars and supervision.

Examination

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

Module 1 is examined through design exercises and documentation and presentation of a design process in critical graphic design focusing on consumption patterns and economic systems.

Module 2 is examined through design exercises, documentation and presentation of a design process in critical visual communication focusing on advertising and propaganda, and a critical and challenging revision of existing material from the perspective of sustainability.

Module 3 is examined through design exercises, documentation and presentation of a design process in infographics focusing on the visualisation of complex systems from a holistic perspective and with a focus on sustainability, 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.

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 course/courses of which the content fully, or partly, corresponds to the content of this course: 2DI575 Design and Change, 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 - Antilogo 7.5 credits

Required Reading

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

Latour, B. (2016) *Reset Modernity!*. MIT Press. ISBN 9780262034593. 120 p.

Compendia with relevant extracts from literature and articles provided by the department, ca 150 pages.

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

Required Reading

Guattari, F. (2014) *The Three Ecologies*. Bloomsbury Academic. ISBN 9781472523815. 150 p.

Bernays, E. (2004) *Propaganda*. Ig Publishing. ISBN 9780970312594. 50 p.

Compendia with relevant extracts from literature and articles provided by the department, ca 130 pages.

List of references Module 3 - Change 15 credits

Required Reading

Latour, B. (2013) *An Inquiry into Modes of Existence*. Harvard University Press. ISBN 9780674724990. 110 p.

Miller, K. (2014) *Organizational Communication: Approaches and Processes*. Wadsworth Publishing. ISBN 9781285164205. 70 p.

Compendia with relevant extracts from literature and articles provided by the department, ca 200 pages.