



Course syllabus

Faculty of Arts and Humanities

Department of Design

2DI585 Visual Communication and Change, 30 credits

Visual Communication and Change

Main field of study

Design

Subject Group

Design

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved 2016-12-19

Revised 2022-05-13 by Faculty of Arts and Humanities. Revision of required reading.

The course syllabus is valid from autumn semester 2022

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:

- 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,
- 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:

- practically apply visual communication as a change agent in relation to a challenging revision of existing material,
- conduct critical visual communication through a challenging revision of existing material,
- explore and 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:

- 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,
- in writing reflect on their own design process from the perspective of sustainability.

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

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 A, B, C, D, E, Fx or F.

Each module is examined through the realisation of a project and reflection on the design process, 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.

Course Evaluation

During or shortly after the course, a course evaluation is conducted. Results and

analysis of the course evaluations are promptly 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 course/courses of which the content fully, or partly, corresponds to the content of this course: 2DI580 Visual Communication + 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

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

Pater, Ruben (2016) *The Politics of Design A (Not So) Global Design Manual for Visual Communication*. BIS Publishers. ISBN 9789063694227. 192 pages.

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

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

Bernays, Edward (2004) *Propaganda*. Ig Publishing. ISBN 9780970312594. 50 pages.

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

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

List of references Module 3 - Change 15 credits

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