



## Programme syllabus

Faculty of Arts and Humanities

Visual Communication + Change, 180 högskolepoäng

Visual Communication + Change, 180 credits

### Level

First Level

### Date of Ratification

Approved by Faculty of Arts and Humanities 2014-09-15

Revised 2021-10-25

The programme syllabus is valid from autumn semester 2022

### Prerequisites

General entry requirements + English 6.

## Description of Programme

This programme is intended for students who want to use visual communication to make a difference in the world. The programme combines creative expression with knowledge of sustainability to prepare the student for a profession within visual communication with a specialisation in information graphics. The student develops both traditional and new skills in visualisation as well as tools to contribute to important changes, both locally and globally.

Collaborations constitute a central part of the programme. Many courses are conducted in close collaboration with the surrounding society, such as industry, business, organisations, local governance and the local population. The programme is delivered in English, to prepare the students for an international career. The programme is open to international students, which supports diversity in the student group.

The students become well-prepared to work in interdisciplinary contexts with a sustainability perspective, and after completing the degree, the students can work within the field of visual communication, for example with graphic design, illustration, information graphics, moving images and issues of identity

- in traditional advertising and design companies,
- in organisations focusing on visualisation of complex information,
- in organisations working with processes of change,
- in communication companies,
- with initiatives run by local communities or municipalities,
- in their own companies and organisations, individually or in business clusters.

## Objectives

Central qualitative targets according to the Higher Education Ordinance

### Knowledge and understanding

For a Degree of Bachelor of Fine Arts the student shall

- demonstrate knowledge and understanding in the principal field (main field of study), including knowledge of the practical and theoretical foundation of the field, knowledge and experience of methods and processes in the field as well as specialised study within the field.

### Competence and skills

For a Degree of Bachelor of Fine Arts the student shall

- demonstrate the ability to describe, analyse and interpret design, techniques and content as well as to reflect critically on his or her artistic approach and that of others in the main field of study ,
- demonstrate the ability in the main field of study to create, realise and express his or her own ideas, identify, formulate and solve artistic and creative problems autonomously and to undertake artistic tasks within predetermined time frames,
- demonstrate the ability to present and discuss his or her works and artistic issues in speech, writing or in other ways and in dialogue with different audiences and demonstrate the competence and knowledge required to work autonomously in a professional capacity.

### Judgement and approach

For a Degree of Bachelor of Fine Arts the student shall

- demonstrate the ability to make assessments in the main field of study informed by relevant artistic, social and ethical issues,
- demonstrate insight into the role of art in society, and
- demonstrate the ability to identify the need for further knowledge and ongoing learning.

### Programme-specific objectives

After completing the degree, the student should:

- demonstrate the ability to creatively visualise communication commissions and tasks within various fields of communication at both strategic and applied levels,
- demonstrate knowledge and understanding of theories and processes of change and her or his own role as a visual communicator in the world,
- demonstrate the ability to cooperate constructively and creatively in groups within and across subjects and with the surrounding society,
- demonstrate the ability to make informed judgements for visual communication drawing on perspectives and principles of sustainable development, including social, cultural, global, societal, economic and ecological concerns.

## Content

The programme consists of six semesters which are divided into modules. The programme gradually develops the student's knowledge, understanding and ability on the basis of two progression perspectives:

1. From visual communication at the level of details to visual communication at an overarching level.
2. From individual and local values, interests and incentives to global ones.

The two perspectives on progression meet and are integrated in all courses and are supported by collaborations between practical work, theory and artistic creativity. This

educational approach enables learning through practical work, experience, theory, articulation and reflection. Throughout the degree, the student is supported by designed and design-suited research tools.

#### Programme courses

\*= course within the main field of study

#### YEAR 1

##### Analog tools and processes 30 credits\* (G1N)

The first semester of the programme aims to provide the student with essential knowledge and understanding of design in terms of composition, colour theory and typography, as well as the role of visual communication in futures of sustainability. There is emphasis on establishing a safe and creative working environment for both the individual and the group. The students acquire basic knowledge and experience of analog design tools and processes for both two-dimensional and three-dimensional design. They also explore and visually communicate an expression in the medium of a book, which gives them the opportunity to further develop and integrate their results from previous modules. The student works with projects, individually and in groups.

##### Modules:

Introduction – Sustainability and creativity, 7.5 credits,

Visual orientation, 7.5 credits

Typography and illustration 1, 7.5 credits

Artist book, 7.5 credits

##### Digital tools & processes 30 credits\* (G1F)

In the second semester of the programme the students develop their understanding of and skills in illustration and typography with the help of digital design tools. The course also includes an introduction to image communication, moving images, dramaturgy and storytelling. With the help of various design methods, the students develop their understanding of user perspectives in analog and digital interaction between users and their surroundings. The students work with projects, individually and in groups.

##### Modules:

Digital colours, 7.5 credits

Typography and illustration 2, 7.5 credits

Motion design, 7.5 credits

Interaction design 1, 7.5 credits

#### YEAR 2

##### Infographics 30 credits\* (G1F)

In the third semester the students develop their understanding of and creative ability to apply information graphics to complex and extensive data. The students work individually and in groups with different themes such as futures, norm criticism and the creation of order and understanding.

##### Modules:

Infographics 1, Futures, 7.5 credits

Infographics 2, Gender and norms, 7.5 credits

Infographics 3, Life and death, 7.5 credits

Infographics 4, Chaos, 7.5 credits

##### Småland, 30 credits\* (G2F)

In the fourth semester the students are given the opportunity to implement, explore and develop their knowledge, understanding and abilities through collaborations with local/regional businesses, organisations and communities. The students deepen their

skills in interaction design focusing on digital media. The students also choose fields for in-depth studies within visual communication, such as visual identity, packaging design, editorial design and interaction design. At the end of the semester the student is given the opportunity to conduct a practice placement or go on a study trip.

Modules:

Interaction design 2, 7.5 credits

Småland, 15 credits

Power relationships and visual communication/Practice placement, 7.5 credits

Or:

*Exchange studies with a specialisation in Graphic Design / Visual Communication, at a level equivalent to at least G1F.*

### YEAR 3

Change 30 credits\* (G2F)

The fifth semester focuses on change, power and responsibility within visual communication. The students explore and reflect on a number of movements in society and how they communicate their messages using visual communication. After this, the student works with a project on the theme of critical graphic design. The students also develop their knowledge of semiotics, stylistic approaches and similarities and differences between propaganda and advertising and their histories, current situations and futures. At the end of the semester the students work with an interdisciplinary project, in which they develop their knowledge and ability to work creatively in groups with a highly complex project.

Modules:

Antilogo, 7.5 credits

Propaganda vs. advertising 7.5 credits,

Change, 15 credits

Or:

*Exchange studies with a specialisation in Graphic Design / Visual Communication, at a level equivalent to at least G1F.*

Futures 30 credits\* (G2E)

In the last semester the student explores a future field of work. In close collaboration with the teaching team and external supervisors, the student creates a project adapted to reality and to the future, which represents the student's future role and approach within visual communication.

Modules:

The state of things, 7.5 credits

Independent project, 15 credits

Show and possibilities, 7.5 credits

### Work experience and Community contacts

A majority of the programme's courses are delivered in the form of projects in collaboration with the surrounding society. During the fourth semester the student is given the opportunity to conduct a five-week practice placement. The student decides where to conduct the practice placement in consultation with the person responsible for the programme.

### Studies abroad

During the fourth or fifth semester the student is given the opportunity to study abroad at one of the universities with which Linnaeus University has agreements. Courses are

chosen in consultation with the programme coordinator.

#### Perspectives in the programme Sustainable development

The whole of the programme is characterised by a perspective of sustainability and the first module presents an introduction to the delicate systems of nature. The courses in the programme include critical design, design ethics, power perspectives, green communication and the possibilities to give people access to complex information (social and cultural sustainability) through information graphics.

#### Gender perspectives and Norm criticism

The perspective of sustainability which characterises the whole of the programme includes a gender perspective and norm criticism, which are developed in the module Infographics 2. In this module, the student acquires tools to incorporate these perspectives in the design practice. There is particular emphasis on supporting the student to develop a critical stance on how norms influence the design process, and the consequences this may have on working methods and visualisations. The programme aims to establish a diverse student group.

#### Internationalisation

Several courses, for example the module Power relationships and visual communication in the third semester and Antilogo, Propaganda vs. advertising and Change in the fifth semester, have clear international perspectives. The programme is delivered in English in order to welcome international students and to give the student access to a future international field of work. The Department of Design participates actively in international networks such as Cumulus and Desis, which provide platforms for knowledge exchange through joint projects and student and teaching staff exchanges.

#### Quality Development

The quality work has a clear connection to the university's vision and strategy and to the programme and course syllabi of the programme. The quality work within the subject takes place at teaching staff conferences and subject meetings, as well as through continuous dialogues with the students, formalised in course evaluations. During the sixth semester, a programme evaluation is conducted, and after each course, a course evaluation is conducted. These evaluations are compiled into reports and made available to the students. The reports also include descriptions of what measures of improvement have been taken. The programme and course evaluations are archived by the department. Students, teaching staff and representatives from the surrounding society participate actively in following up and developing the programme through the Programme Advisory Board.

The programme is continuously developed to meet the requirements of society.

The Faculty of Arts and Humanities has a quality system for following up and developing our programmes. An education council prepares programme syllabi and other aspects concerning quality, such as the right to award degrees and the range of programmes offered, before the Faculty Board makes the final decisions. Revised and new syllabi are prepared in three Syllabus Committees before the Head of Department or the Dean makes the final decision about approval.

Every year the range of courses and programmes offered is evaluated in accordance with the Faculty's plan for systematic quality work.

#### Degree Certificate

After completing their studies, in accordance with the requirements stated in the Qualification Ordinance in the Higher Education Ordinance and in Linnaeus

University's local Qualification Ordinance, the student may apply for a degree. Students who have completed the programme Visual Communication + Change may obtain the following degree:  
Konstnärlig kandidatexamen med inriktning visuell kommunikation  
Bachelor of Fine Arts with specialization Visual Communication  
Huvudområde: Design  
Main field of study: Design

The degree certificate is issued in two languages (Swedish and English). A Diploma Supplement in English is enclosed with the degree certificate.

### **Other Information**

Students on this programme are given the opportunity to forge networks around the world, work in well-equipped rooms and spend much of their learning time with the teaching team. The programme also supports students' individual development and use of the English language.

After having been awarded the degree, the student is qualified for admission to studies at the advanced level.

The student should be prepared for some costs for material and some study visits each term.