



## Programme syllabus

Faculty of Arts and Humanities

Mediekreatörprogrammet, 180 högskolepoäng

Creative Media Programme, 180 credits

### **Level**

First Level

### **Date of Ratification**

Approved by Faculty of Arts and Humanities 2014-12-15

Revised 2023-02-09

The programme syllabus is valid from autumn semester 2023

### **Prerequisites**

General entry requirements + English 6 and Civics 1b alt. Civics 1a1 +1a2.

## Description of Programme

In the Media Creator program, the subjects media and communication science and media production are combined in order to create theoretical understanding of media development, communication models and storytelling structures and partly to train for strategic storytelling and management in modern media.

The program focuses on the creation of content for TV, radio, the web and social media, as well as theoretical understanding of the principles of multimodal storytelling. The training provides a broad competence for anyone who wants to work as a media creator and content producing communicator.

After graduation, students can work with multimodal media production at, for example, production companies, advertising agencies, web agencies, social media companies, marketing departments, publishing and communication departments of companies, organizations and authorities, as well as self-employment in the area.

The program also prepares for further studies at the advanced level.

## Objectives

### **Central qualitative targets according to the Higher Education Ordinance**

#### ***Knowledge and understanding***

For a Degree of Bachelor the student shall

- demonstrate knowledge and understanding in the main field of study, including knowledge of the disciplinary foundation of the field, knowledge of applicable methodologies in the field, specialised study in some aspect of the field as well

as awareness of current research issues.

### ***Competence and skills***

For a Degree of Bachelor the student shall

- demonstrate the ability to search for, collect, evaluate and critically interpret relevant information about a problem and critically discuss phenomena, problems and situations,
- demonstrate the ability to identify, formulate and solve problems autonomously and to complete tasks within predetermined time frames,
- demonstrate the ability to present and discuss information, problems and solutions in speech and writing and in dialogue with different audiences, and
- demonstrate the skills required to work autonomously in the main field of study.

### ***Judgement and approach***

For a Degree of Bachelor the student shall

- demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues,
- demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the need for further knowledge and ongoing learning.

### **Programme-specific objective**

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

- independently plan and conduct creative projects in media production, applying in-depth knowledge of one particular media expression

### **Content**

The programme has a coordinator responsible for quality assurance, development and coordination. The Programme Advisory Board is responsible for the long-term, strategic development of the programme.

### ***Programme Overview***

Year 1: Media and Communication Studies (MCS), 1–30 credits and Media Production (MP), 30 credits

Year 2: Media and Communication Studies, 31–60 credits and Media Production 30 credits

Year 3: Media and Communication Studies, 61–90 credits and Media Production 30 credits

In the fourth or fifth semester students have the opportunity to study abroad.

*Courses or parts of courses may be delivered in English.*

### ***Courses in the programme***

Year 1

Introduction to Media and Communication Studies, 7.5 credits, MCS, G1N.\*

Creativity, innovation and production processes, 7.5 credits, MCS, G1N.\*

The thought, the text and the presentation, 7.5 credits, MP, G1N.

Image, illustration and graphic design, 7.5 credits, MP, G1N.  
Media: society, power and culture, 7.5 credits, MCS, G1N.\*  
Narration and storytelling in visual storytelling, 7.5 credits, MCS, G1N.\*  
Video and Audio – Design and Narrate, 15 credits, MP, G1F.

#### Year 2

Video and Audio – Illustrate, Animate and Audio edit, 15 credits, MP, G1F.  
Publish in Digital Media, 15 credits, MP, G1F.  
Strategic Communication for Creative Media, 7.5 credits, MCS, G1F.\*  
Creative Communication and Design, 7.5 credits, MCS, G1F.\*  
Scientific Methods A, 7.5 credits, MCS, G1F.\*  
Scientific Essay, 7.5 credits, MCS, G1E.\*

#### Year 3

Scientific Methods B, 7.5 credits, MCS, G2F.\*  
Theoretical Specialization, 7.5 credits, MCS, G2F.\*  
Thesis, 15 credits, MCS, G2E.\*  
Project Production and Media Concept Development, 7.5 credits, MP, G2F.  
Internship, 15 credits, MP, G2F.  
Media Production Specialization Project, 15 credits, MP, G2F.

*The courses may be offered in a different order.*

#### ***Societal relevance***

In semester 6, the student has the opportunity to conduct a 10-week internship (15 credits), in Sweden or abroad. The place for the internship is chosen in consultation with the programme coordinator.

The programme has close contacts with the industry, public authorities and organisations, and through the faculty business council. The business council has an advisory role in assuring that the programme matches market demands in the best way possible. Studies and internships away from the study location are optional and costs for travels are paid by the student. Places for internships are chosen in consultation with the programme coordinator.

#### ***Internationalisation***

In the third or sixth semester students have the opportunity to study abroad. Students have the opportunity to study abroad at any of the universities with which Linnaeus University has agreements. If the student conducts studies abroad, the courses must be equivalent to the content of the programme in terms of main field of study and level. Courses are chosen in consultation with the programme coordinator. In connection to the thesis, the student may apply for Minor Field Studies grants to conduct research abroad.

#### ***Programme perspectives***

The programme integrates the perspectives of ethics, sustainable development, gender, diversity and internationalisation.

*Sustainable Development* The program addresses democratic, economic, cultural and social aspects of sustainability. The role of the media is discussed both as an industry and as a source of influence on sustainability issues.

*Equal terms* The diversity perspective is central throughout the education. At Linnaeus University, equal conditions mean diversity, equality, equality, equal treatment and accessibility. Teaching actively discourages discrimination and exposes the tendency of

mediated communication to stereotyping, maintaining prejudice, and unequal representation.

*Entrepreneurial approach* In the education, students are given opportunities to reflect on entrepreneurial approaches. This means developing: critical thinking, creativity, collaboration, initiative, responsibility, flexibility, leadership, productivity, information literacy, understanding of how media and communication work, and technical and social skills.

Concrete examples of how the different perspectives are dealt with are presented in the respective syllabus.

The course syllabi have a clear focus on international research in literature lists and content.

## Quality Development

Meetings chaired by programme coordinators are held regularly for information and consultation in order to strengthen students' influence. The meetings include student representatives and staff, and both prepare and make decisions. All courses are evaluated continuously through course evaluations in which students have the opportunity to give their views on the course anonymously. When the course is offered again, the students are informed of the result of the previous evaluation and any changes made. Evaluations of the programme and its courses are conducted continuously and at the end of the last course in the programme. The Faculty of Arts and Humanities has a quality system for the follow-up and development of 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 Creative Media Programme, 180 credits, can obtain the following degree:

Bachelor of Science with specialization in Creative Media (Main field of study: Media and Communication)

*Filosofie kandidatexamen med inriktning mot mediekreatörskap (Huvudområde: Medie- och kommunikationsvetenskap)*

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

## Other Information

Some courses in the programme have specific entry requirements. These are specified in the syllabus for each course.

The students' communicative skills are practised and examined in the programme in ways specified in the syllabus and/or study guide for each course.