

SYLLABUS

Graphic design: communication and media 7.5 credits D0036A

Grafisk design: kommunikation och medier

Course syllabus admitted: Autumn 2023 Sp 1 - Present

**DECISION DATE
2021-02-17**

Graphic design: communication and media 7.5 credits D0036A

Grafisk design: kommunikation och medier

First cycle, D0036A

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	U G#	Grafisk design	Media Production

Main field of study

Graphic Design

Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language

Selection

The selection is based on final school grades or Swedish Scholastic Aptitude Test.

Course Aim

After the course, the participant is expected to be able to show a basic level of:

Knowledge and understanding

- 1 Understanding of how different media are used to communicate messages
- 2 First aid for visual analysis and design of communication
- 3 Understanding of cultural-historical perspectives of communication and media
- 4 Understanding of norm-critical analysis of communication

Ability and skill

- 5 Skill in directing messages to different users with the help of graphic design
- 6 Ability to critically analyze and creatively design communication
- 7 Ability to communicate method and results in writing, orally and visually
- 8 Ability to plan, design and implement a graphic production based on an understanding of how messages can be communicated, to whom, why and when

Judgment and approach

- 9 Ability to deconstruct mediated communication and critically analyze the whole and components of communication
- 10 Ability to critically analyze communication and media in a historical, contemporary and future perspective
- 11 Ability to choose strategy for mediated communication and be able to evaluate and motivate strategy and results

Contents

The course deals with theories within mediated communication, media and society, as well as art and cultural history and traditions within communication and media. The course also includes visual analysis and design analysis as tools for deconstruction of communication.

Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

The course modules integrate theoretical, artistic, cultural-historical, art-historical, design and professional perspectives. Much of the course content is introduced and thereafter you are expected to work both independently, and in collaboration with others, investigating particular phenomena and analyze understandings of communication and media. You practice your oral, written and visual communication skills and also practice different types of communication within the course modules and assignments.

Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. The course is examined through visual, oral and written exams with grade levels U and G.

Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term "unauthorized aids" refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

Remarks

Students must register for the courses themselves, or contact ETKS educational administration eduetks@ltu.se, not later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

Course offered by

Department of Social Sciences, Technology and Arts

Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0004	Oral, written and visual examination - Communication theory	U G#	3	Mandatory	A21	
0005	Oral and visual examination - Visual analysis and design	U G#	3	Mandatory	A21	
0006	Oral, visual and written examination - Media and society	U G#	1.5	Mandatory	A21	

Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2021-02-17

Syllabus established

by Director of Undergraduate Studies Bo Jonsson, Department of Business Administration, Technology and Social Sciences 2016-02-15