



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **KOMC19, Strategic Communication: Applied Visual Communication, 7.5 credits**

*Strategisk kommunikation: Tillämpad visuell kommunikation, 7,5  
höskolepoäng*  
**First Cycle / Grundnivå**

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### **Details of approval**

The syllabus was approved by the board of the Department of Strategic communication on 2018-03-13 to be valid from 2018-03-14, autumn semester 2018.

### **General Information**

The course is a free-standing course.

*Language of instruction:* English

*Main field of studies*

Strategic Communication

*Depth of study relative to the degree requirements*

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

### **Learning outcomes**

On completion of the course, the student shall be able to

#### **Knowledge and understanding**

- describe and analyze applied visual communication and its significance for strategic communication,
- identify and describe foundational design processes and design methods in relation to visual communication,
- identify relevant design software and describe its different application areas within various communication platforms and media,

## Competence and skills

- apply relevant digital design tools for imaging and layout within visual communication for digital and print media,
- apply, argue and reflect over chosen design method within the design process,
- discuss and reflect over applied visual communication in relation to relevant target groups, media, and contexts,

## Judgement and approach

- metareflect over your own development and design process,
- reflect on ethical consequences within applied visual communication.

## Course content

The aim of the course is to provide the student with theoretical knowledge and practical skills within applied visual communication. The first part of the course deals with how to design visual communication material, the design process, different design methods for developing a visual product as well as relevant design software and their application in different platforms and media, the relevance of meta reflection and the increasing significance of visual communication in strategic communication. In the second part the student is given the opportunity to create an individual project within applied visual communication. The student develops a visual design product with significance to Strategic Communication. Within the frame of the course, the student will be given the opportunity to form the project description in relation to educational background and professional interests.

## Course design

The teaching is given in the form of lectures, supervision, and workshops.

Participation in workshops is compulsory unless special circumstances apply. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

## Assessment

Examination takes place through a project through an individual practical product (4,5 credits) and a theoretical reflection report (3 credits). The project, including paper, is presented and discussed at an examination seminar.

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses that have ended during that school year. Two further re-examinations on the same course content are offered within a year of the end of the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## **Grades**

Marking scale: Fail, E, D, C, B, A.

The grade for a non-passing result is Fail. The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

At the start of the course, students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied on the course.

## **Entry requirements**

For admission to the course, the student must have completed course requirements of at least 60 credits in Strategic Communication or equivalent, of which at least 7.5 credits must be Applied Visual Communication or Graphic Design or equivalent.

A good command of English language both spoken and written, equivalent to English 6/B (advanced) proficiency in the Swedish secondary system, is required. Equivalence assessments will be made according to national guidelines. Foreign students are exempted from the basic university eligibility requirement of commanding the Swedish language.

## Subcourses in KOMC19, Strategic Communication: Applied Visual Communication

Applies from H18

- 1801 Project, 4,5 hp  
Grading scale: Fail, E, D, C, B, A
- 1802 Reflection Paper, 3,0 hp  
Grading scale: Fail, E, D, C, B, A