

COURSE REPORT

Background information (To be completed by course administrator)

Course LADOK code: KK160A	Scope (hp): 15
Course title: Visual Communication in Contemporary Media	
Course coordinator: Dennis Augustsson	Number of registered students: 29
Semester in which the course is conducted: HT21	
Is the course an independent course, programme course or contract course? If the course has been completed within a programme, enter the programme name. KGPRD19	

Administration's perspective (To be completed by course administrator)

The administration's views:

Forms of evaluation and feedback (To be completed by the course coordinator)

Formative course evaluation: (Describe the form of course evaluation and when it was completed)	Number of students who participated in the course evaluation: 15-20
Summative course evaluation: (Describe the form of course evaluation and when it was completed)	Number of students who participated in the course evaluation: 10
Feedback to students: (Describe how and when the feedback was given to the current student group) Report will be posted on the Canvas page and will be discussed with students in the following course.	

Student's perspective (To be completed by the course coordinator)

Summary of the students' course evaluations: (The five university-wide questions should be included. Compilation from digital questionnaires can be appended.)
Se attached report.

Teacher's perspective (To be completed by the course coordinator)

Summary of the teacher's views/Results: (The comments on the course's implementation and the results based on an assessment of the students' actual learning outcomes in relation to the intended learning outcomes, are summarised here. Both success factors and problems are
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identified).

As the pandemic were still a factor, the course applied the same structure as previous semester.

The use of the Canvas E-portfolio worked well but caused some problems for both teachers and students. The lack of transparency and the complex line of links to reach the portfolios caused frustration. The structure is dependent of clarification and presence of teachers to work.

It did so for most students but there were some who experienced difficulties and frustration. The course is a foundational training. For some students the workload was to much and for somethe experience were not satisfying due to previous experiences.

Analysis and action plan (To be completed by the course coordinator)

Analysis: (The course coordinator is responsible for ensuring that the analysis is based on a summary of the students' individual course evaluations, views from relevant teachers and course administrators, knowledge development in the field of research and that this analysis is done in collaboration with the teaching team.)

The effects of the pandemic were present this semester, even though it was not as bad as 2020. The teacher team were better prepared as this was the second time in this structure even if the E-portfoliostructure still has problems as a workspace.

The differences in expectations and experiences among students caused in some cases dissatisfaction but mostly created a platform for exchanging knowledge and ideas.

The E-portfolio system is still not optimal for creating a interactive workspace.

Action plan: (The changes planned to be made in the short and long term are stated here, as well as the timetable for when the actions are planned be carried out and who is responsible for the implementation. If identified problems are left without action, this should be justified. The follow- up of proposed measures according to the previous course report(s) is presented here.)

There is a need to present and discuss the foundational level of the course in the start to avoid false expectations among students. The course cannot go deeper in the theory and practice of visual communication. This is the responsibility of the course coordinator.

A better platform for sharing and discussing student work might be aviable. For next time this should be investigated by the teacher team.

Publishing and archiving (To be handled by the course administrator)

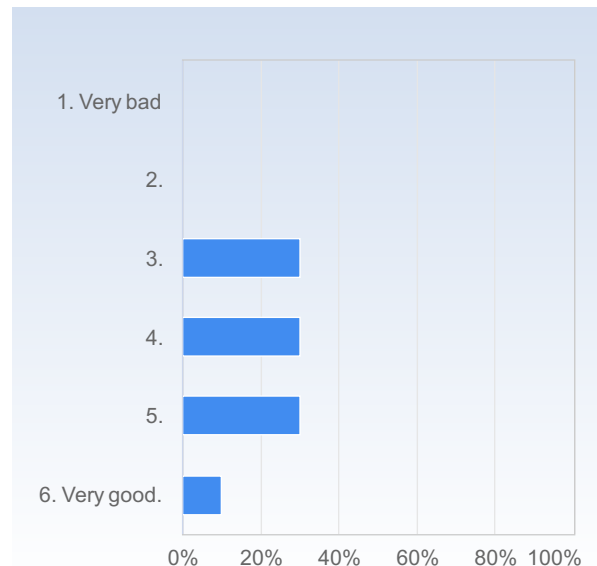
- The course report is published, and the students have been informed about the publication,
- The course report is archived according to the university's archiving rules,
- The course report is shared with the programme coordinator (if applicable),
- The course report is saved according to any additional requests on behalf of the department.
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KK160A Visual Communication in Contemporary Media HT21

Answer Count: 10

What do you think about the course, how would you rate the course as a whole?

	Number of responses
1. Very bad	0 (0,0%)
2.	0 (0,0%)
3.	3 (30,0%)
4.	3 (30,0%)
5.	3 (30,0%)
6. Very good.	1 (10,0%)
Total	10 (100,0%)



	Mean	Standard Deviation
	4,2	1,0

Great course. I loved that it was both group work as well as individual work. The weekly schedule was very well put together and the whole set up of the course as well.

What has been good about the course?

What has been good about the course?

Jag har lärt mig mycket om olika saker och jag har lärt mig att se och tänka längre än näsan räcker. Jag har fått mycket bra input från mina klasskamrater och lärare som har gjort att jag utvecklats i mitt tänkande.

Touching on the different themes for expanding our knowledge

It was very practical and the theoretical content was shared with the group mates so everyone was receiving feedback, that's something very good.

That it was rather practical.

The course had a variety of assignments and I feel like I got to try creating different types of media. I felt like I got adequate training/tools through the photo, graphic design, sound and video assignment to be able to finish the final video-essay assignment. I also think the literature assigned to the course was relevant and interesting.

How it had focus on using everything in practice.

During the class, I have the opportunity to access to the different methods of expressing the contemporary media, especially the video essay!

I can't come up with one bad thing to be honest about the course. The teachers were great and the assignments likewise.

The teachers have been great in their enthusiasm. It is obvious that they care about their own subject, that they are competent and have experience. I appreciate that since my other faculty sometimes lacks that kind of enthusiasm and expertise. I also like that we DID a lot, the course was very practical and we got to make things. It was a nice break from other studies and I got to try some new forms of media. I had fun during the course.

What can be improved in the course until the next course offer?

What can be improved in the course until the next course offer?

Jag har haft mycket problem med det base team jag blev indelat med. Många hade inte tid för möten även då de var inplanerade i schemat från första start (vilket var obligatoriskt för att kunna klara av vissa uppgifter) och när redovisning har skett är det inte alltid hela gruppen har närvarat. Många läste inte uppgifterna tillräckligt och ställde upprepade gånger enkla frågor där svaren fanns i uppgiftsbeskrivningen, till exempel: ska man ladda upp detta material på sin e-portfolio? Många av mina gruppmedlemmar publicerade inte sina arbeten i tid vilket gjorde att jag inte heller kunde ge feedback i tid även då jag bett dem ladda upp arbete, öppna upp för kommentarer och länka sin portfolio. Publiceringsdatum för arbetet visas inte (i alla fall inte för oss studenter) vilket skapade en viss oro för mig när dem laddade upp saker en vecka för sent och jag inte lämnat kommentar i tid. Jag tycker kursen har varit rolig och givande men jobbigt att hamna med människor som inte bryr sig lika mycket om kursen.

Det hade även varit intressant att få reda på hur det gick för en under kursens gång. Just nu har jag ingen aning om någonting måste kompletteras då ingen feedback har getts.

The planning of the course as well as better communication about the course literature, talking about the readings during the class, and having more mandatory supervisions to create a supportive environment for all the students.

The professor in charge of the sound lecture could not attend because of cover. But that's something related with the pandemic, and not the fault of anyone.

The way this course was structured was different with the e-portfolio as way of submitting assignments. This was an aspect that caused a lot of confusion especially with those that came as late submissions into the course. I think everybody would benefit if the e-portfolio was more thoroughly explained on canvas, especially for latecomers to the course or people who for some reason missed the introduction.

Some of the assignment didn't seem so relevant or not very challenging

Maybe because of the pandemic, the online class is not so great, so I hope if it is possible, it should be in physical way.

Maybe the literature, it felt like some of the course literature didn't bring much value.

Feedback from teachers on assignments and answers on emails

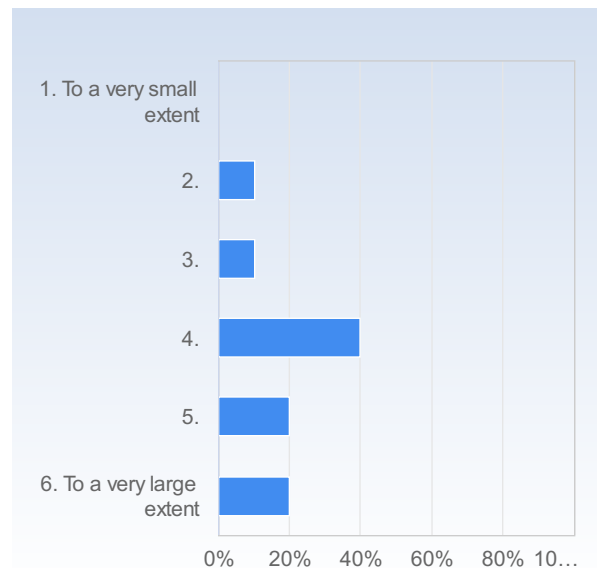
I know we did a lot but I wanted more. I wanted to learn more about how to visually communicate something, like why certain colors come into play, what the different fonts are used for and for that to be a little more backed up. I'd love to see an abundance of references, like for example when we talked about fonts. Instead of just going over each font type, show examples of when a serif type is used (print, serious contexts, body text) or when a sans serif is used (more legible on screens, block letters for headlines and short messages on posters etc).

As someone who tried really hard, I was a little disappointed on how little some people performed and got away with it. I don't mean you have to be an expert coming into the course, but some things submitted were just not up to par. Do not be afraid to question the students on their choices and criticise their work. A little bit of good and constructive feedback will only help the students get further. You might feel like you did this, and you did, but I would like for it to be a little tougher. I would also have liked more lectures. On the web page it says that we'll talk about memes, movie credits etc. I didn't feel like it really lived up to that.

Now that I've dished out a lot of criticism -- don't get me wrong. I had a good, fun time and I really really appreciated the teachers. Just give us some more tools and raise the bar. I do not find it acceptable to just record someone else's video essay, talk over it and turn it in. What about plagiarism?

To what extent do you think the course has met your expectations in general?

	Number of responses
1. To a very small extent	0 (0,0%)
2.	1 (10,0%)
3.	1 (10,0%)
4.	4 (40,0%)
5.	2 (20,0%)
6. To a very large extent	2 (20,0%)
Total	10 (100,0%)



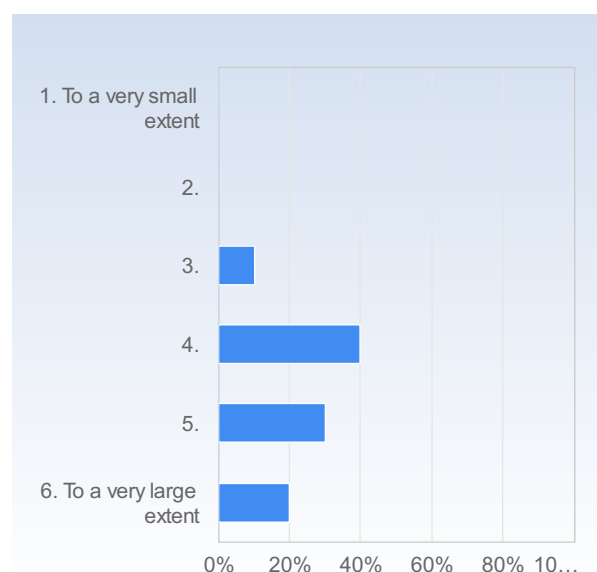
Mean	Standard Deviation
4,3	1,3

Questions about expected learning outcomes

We ask you to valuate the course on the basis of expected learning outcomes. You can find the expected learning outcomes in the syllabus [here](#) (link opens in new window).

To what extent do you consider you have achieved the expected learning outcomes of the course?

	Number of responses
1. To a very small extent	0 (0,0%)
2.	0 (0,0%)
3.	1 (10,0%)
4.	4 (40,0%)
5.	3 (30,0%)
6. To a very large extent	2 (20,0%)
Total	10 (100,0%)

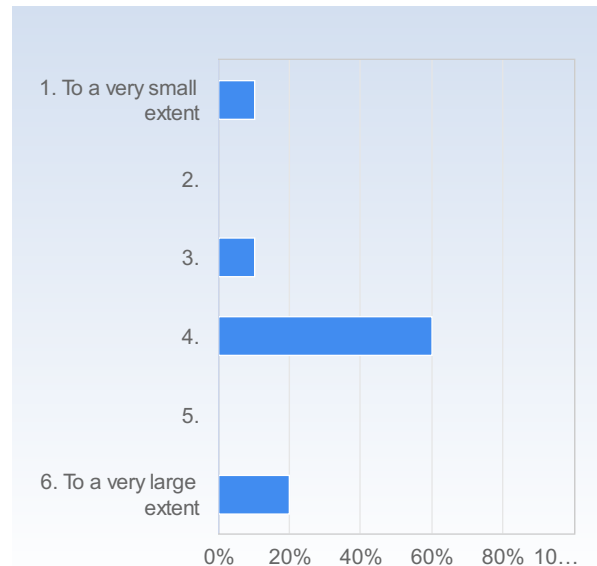


Mean	Standard Deviation
4,6	1,0

To what extent do you think that the working methods / learning activities on the course have reinforced your learning and your ability to achieve the expected learning outcomes?

Lectures

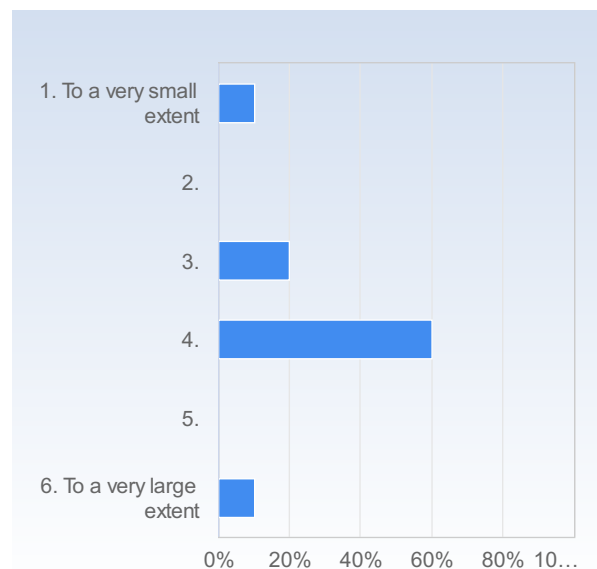
Lectures	Number of responses
1. To a very small extent	1 (10,0%)
2.	0 (0,0%)
3.	1 (10,0%)
4.	6 (60,0%)
5.	0 (0,0%)
6. To a very large extent	2 (20,0%)
Total	10 (100,0%)



Lectures	Mean	Standard Deviation
	4,0	1,4

Seminars

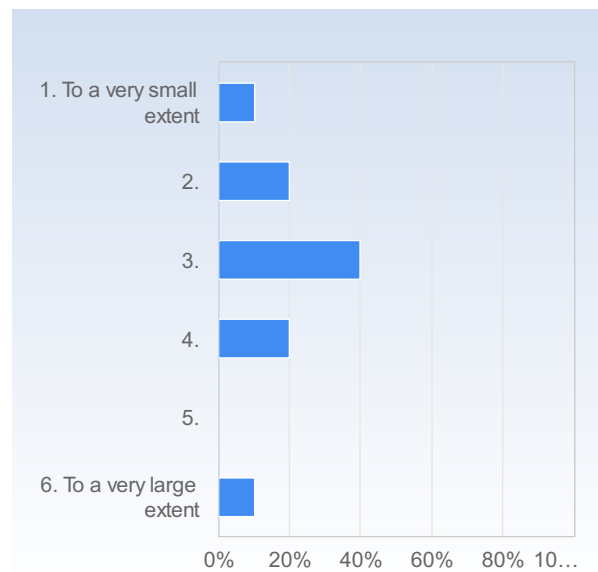
Seminars	Number of responses
1. To a very small extent	1 (10,0%)
2.	0 (0,0%)
3.	2 (20,0%)
4.	6 (60,0%)
5.	0 (0,0%)
6. To a very large extent	1 (10,0%)
Total	10 (100,0%)



	Mean	Standard Deviation
Seminars	3,7	1,3

Reading of the litterature

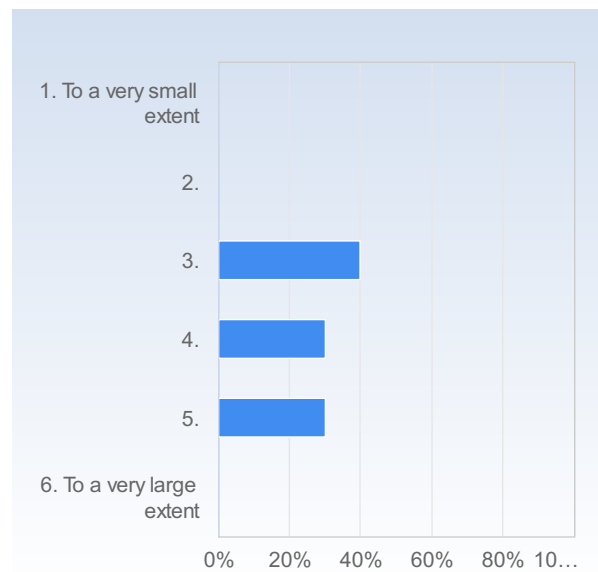
Reading of the litterature	Number of responses
1. To a very small extent	1 (10,0%)
2.	2 (20,0%)
3.	4 (40,0%)
4.	2 (20,0%)
5.	0 (0,0%)
6. To a very large extent	1 (10,0%)
Total	10 (100,0%)



	Mean	Standard Deviation
Reading of the litterature	3,1	1,4

Canvas

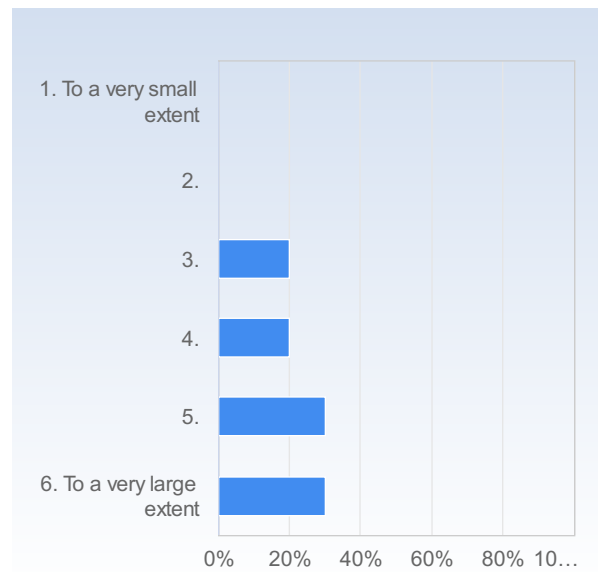
Canvas	Number of responses
1. To a very small extent	0 (0,0%)
2.	0 (0,0%)
3.	4 (40,0%)
4.	3 (30,0%)
5.	3 (30,0%)
6. To a very large extent	0 (0,0%)
Total	10 (100,0%)



	Mean	Standard Deviation
Canvas	3,9	0,9

Assignments

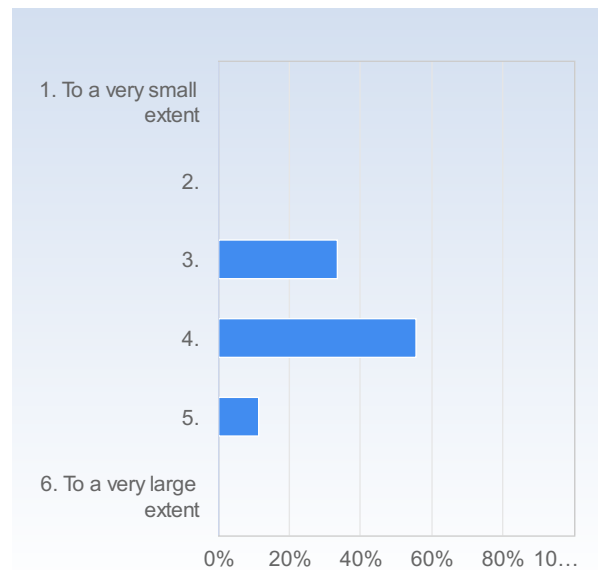
Assignments	Number of responses
1. To a very small extent	0 (0,0%)
2.	0 (0,0%)
3.	2 (20,0%)
4.	2 (20,0%)
5.	3 (30,0%)
6. To a very large extent	3 (30,0%)
Total	10 (100,0%)



Assignments	Mean	Standard Deviation
	4,7	1,2

Other teaching activities

Other teaching activities	Number of responses
1. To a very small extent	0 (0,0%)
2.	0 (0,0%)
3.	3 (33,3%)
4.	5 (55,6%)
5.	1 (11,1%)
6. To a very large extent	0 (0,0%)
Total	9 (100,0%)



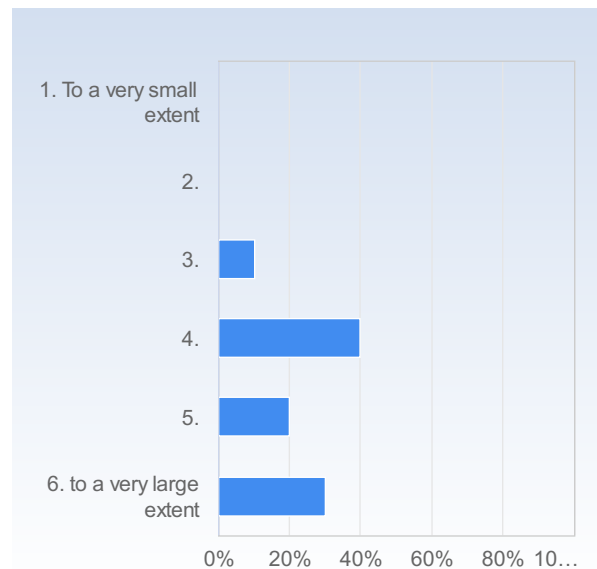
Other teaching activities	Mean	Standard Deviation
	3,8	0,7

Comments (optional)

Im not sure what "Other teaching activities" refers to

To what extent do you think the examination forms have given you the opportunity to show how well you have achieved the expected learning outcomes?

	Number of responses
1. To a very small extent	0 (0,0%)
2.	0 (0,0%)
3.	1 (10,0%)
4.	4 (40,0%)
5.	2 (20,0%)
6. to a very large extent	3 (30,0%)
Total	10 (100,0%)

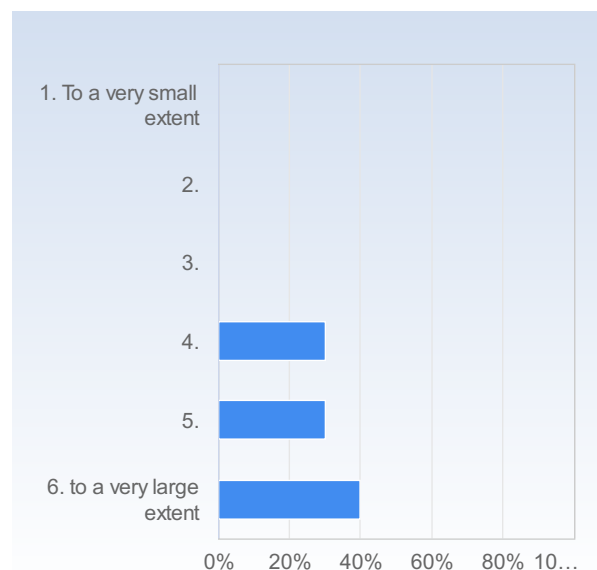


Mean	Standard Deviation
4,7	1,1

Other questions

To what extent has the course given you the opportunity to take responsibility for your own learning?

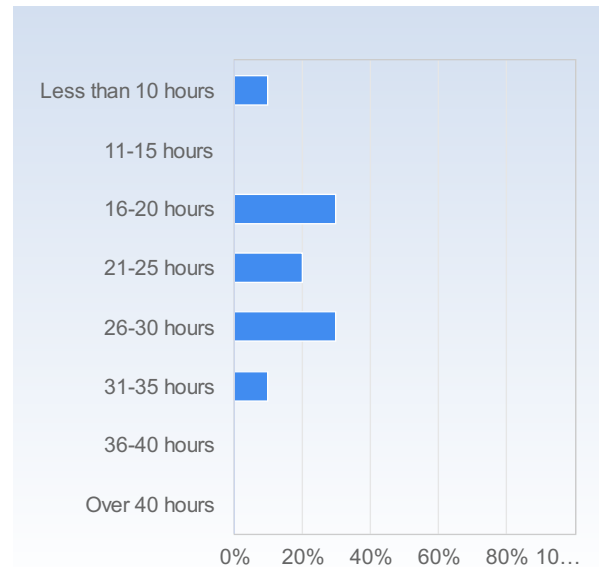
	Number of responses
1. To a very small extent	0 (0,0%)
2.	0 (0,0%)
3.	0 (0,0%)
4.	3 (30,0%)
5.	3 (30,0%)
6. to a very large extent	4 (40,0%)
Total	10 (100,0%)



	Mean	Standard Deviation
	5,1	0,9

How much time (hours) per week have you spent on the course?

	Number of responses
Less than 10 hours	1 (10,0%)
11-15 hours	0 (0,0%)
16-20 hours	3 (30,0%)
21-25 hours	2 (20,0%)
26-30 hours	3 (30,0%)
31-35 hours	1 (10,0%)
36-40 hours	0 (0,0%)
Over 40 hours	0 (0,0%)
Total	10 (100,0%)



	Mean	Standard Deviation
	3,9	1,4

Has this been enough to achieve the learning objectives of the course?

För mig har det men alla har olika förutsättningar och olika mål. Jag har ganska snabbt vetat vad jag har velat mina uppgifter ska handla om vilket har resulterat i att jag har kunnat skapa dem hyfsat snabbt eftersom jag hade en vision från början.

Yes, it was enough

Not enough, because of the online class, it's not easy to talk to the professor directly.

I would argue so yes

Yes

Other comments about the course and suggestions for improvements?

Other comments about the course and suggestions for improvements?

I really enjoyed the course

no

Rhetoric of the image is one of the most illegible texts I have ever tried to read. The language is overly complicated for absolutely no reason, with too many latin-derived words (and I have studied latin y'all, it's just too much) that feel gatekeep-y so that "idiots" who don't have the dictionary memorised, can't understand the meaning. It just kills the joy of trying to learn by being written so cryptically. Just the worst, I really hated reading it.

Covid-19 and the course

What is your experience of the adaptations that have been made due to the ongoing pandemic?

What is your experience of the adaptations that have been made due to the ongoing pandemic?

Jag tycker allting har fungerat väldigt bra. Det har varit enkelt att följa med och hitta information och att ha lektioner via Zoom. Givetvis kan internet ställa till det ibland men det har fungerat mycket bra.

There were 2 instances in which the lectures were canceled on very short notice. I would have liked the teachers to set another date to have the lectures and not cancel the lectures all together without ever speaking about them ever again.

I think the adaptation was pretty good.

I think the course was adapted well to the pandemic restrictions. I think the course was well structured as could be held through zoom even though I believe the course was first planned to be more on campus. So I think the course adapted well to the changed in restrictions.

Maybe the class should combine the physical way and online, it will be better!

It would've been good to get all the lectures recorded but except for that it worked well.

Good, we have been doing this for a while. I appreciated that the teachers booked the computer halls so that people had a chance to access editing software and such.
