

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: 38
Semester in which the course is conducted: HT22	
Is the course an independent course, programme course or contract course? If the course has been completed within a programme, enter the programme name.	

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: 16
Feedback to students: (Describe how and when the feedback was given to the current student group) The report will be published on the course Canvas site for 2022 and in the next course 2023 The results will be discussed with student in the start of the next 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 identified).
Another platform for the E-portfolios were not researched and implemented for this time of the course. The old structure was kept but the videoessay module was changed to a module around different contemporary publishing platforms online. The content of that module were

good but caused the students to be less prepared for the final assignment that were made in the form of a videoessay. This created a lesser constructive alignment and some confusion to the core of the course. The teacher team had new members and there was problem with communication which caused double signals and confusions for the students. A teacher changed examination assignments and places for turning them in which caused problems for the already fragile structure with the Canvas E-portfolio structure. The course coordinator didn't take part in the teaching until the final assignment which opened up for misunderstandings.

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.)

Many students found the structure functional and the content satisfactory but the modules in the first part were not coherent due to new themes and lack of links between them.

Misunderstandings and sudden changes caused the already complicated E-portfolio structure to become a confusing platform for some of them. More students than previous courses were unsecure about the assignments, structure were to post their work. There is a need to restructure the course both in terms of content in the modules and the way student work are posted and presented. The videoessay as format is good, but needs to be the core of the course so that student are better prepared for their final assignment.

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.)

The course coordinator must be more present in the first half of the course to strengthen the "red thread" and avoid misunderstandings both between student and teachers.

The course needs a makeover in terms of content and constructive alignment. The video essay is a good form to discuss and explore visual communication in contemporary media and the modules should be a pathway to that end. A suggestion is to have a set of four modules as before: first photo, then graphic design, sound design and a then a module of basic filmmaking to prepare for the final assignment. The lectures on visual communication should also be directed towards this and avoid being too general.

A strong suggestion is to abandon the E-portfolio structure and use a simplified canvas structure for communication and information. Collaborative spaces could be created in Mural or other tools to share processes and results.

The syllabus needs major adjustments to facilitate this.

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

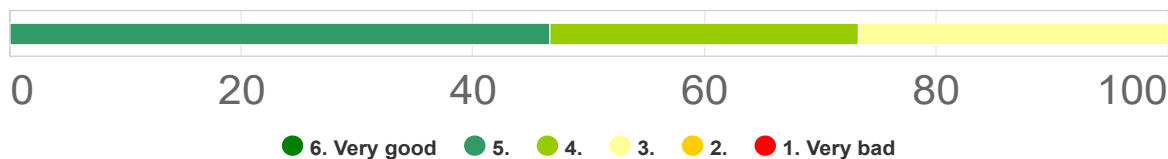
- The course report is published, and the students have been informed about the publication,
- The course report is archived according to the university's archiving rules,
- The course report is shared with the programme coordinator (if applicable),
- The course report is saved according to any additional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

Visual Communication in Contemporary Media-HT22

Respondents: 48
 Answer Count: 16
 Answer Frequency: 33.33%

1 What do you think about the course as a whole?

	Number of responses
1. Very bad	0 (0%)
2.	0 (0%)
3.	4 (27%)
4.	4 (27%)
5.	7 (47%)
6. Very good	0 (0%)
Total	15 (100%)



Mean	Standard Deviation
4.2	0.9

Comments

- I didn't participate in the course because of a broken arm, so I cannot answer these questions.
- I found the course interesting, but not quite in-depth. I would say that it was more like an introductory, crash-course on visual communication.
- Very disappointing.

2 What has been good about the course?

What has been good about the course?

The professors were really flexible and available for any need.

The engagement with new practical skills

The organization related a topic per week

Lectures

Hands on activities and seeing the work of others and getting feedback during class

It was nice to work in groups.

I like that it was a lot of practical work to understand the theoretical parts! Good mix.

I really liked working in groups, the freedom of artistic expression and the fact that no previous experience was necessary to attend the course. This last factor created diversity and we could explore each other's skills and learn from them.

Learn more than 1 type of communicate

I liked the 4 modules we focused on (photography, graphic design, moving images and sound), and the way we were invited to engage with them. For instance, i liked that we had a lot of freedom in each module's project at the end of the week. I also really liked the final project which was personal and very independent. This allowed me to work in my own pace and show my creativity in my own unique way:)

I wanted to tell you what specific teachers I appreciated, but I can't. Why? Because I met each of them in person one or two times, and most of them don't have profile pictures I can identify them by. I believe Oskar handled the graphic design assignment, and if so, then Oskar was great. He did a proper job actually teaching us something valuable instead of preaching about personal opinions and completely irrelevant information. He had great communication with us students and delivered great constructive criticism and feedback, and was generally just very pleasant. I also want to say that Dennis had a good dialogue with us students - his responses online were quick and helpful, and he was pleasant to work with.

I liked that we got lots of time for our individual project, and that we had lots of freedom in the project as well.

Different topics and different teachers.

The workshop and the practical assignments

Group work and fun content to work with

The individual project

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

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

More connection between the lecture/workshop and the weekly assignment. Especially the week about sound design, it would have been nice to dedicate some time to the practical tools to insert the sound to a video clip
The week about moving images. From Canvas it seems to be focused on videos, but it was focused on online platforms. I think something related to the videos is crucial

The organization of the assignments and to know which assignments are being graded.

less group work or less group work dependency. By the second week it was already a pain and it just kept dragging on. Independent project with group discussion? Fine. But more than one project where there is a group component is unnecessary. Really took away from the whole class experience. At least it would have been nice to change the groups occasionally.

Communication between lecturers. There was instances where we were told to submit assignments on our portfolio and later that changed. It's was very clear that there wasn't much communication and planning between lecturers.

You could have changed up the groups so we would have worked with different people and got to know more people.

One lecturer spoke Swedish sometimes throughout his presentations. It excludes the non-Swedish speakers.

As someone with previous knowledge in the field I found the course content quite basic. Personally I would have liked some more literature and more examples of design works, historical and contemporary. More examples of the theory in practice, and analysis of that.

Generally, communication can be improved. Specifically, the communication between the professors first, then the communication on Canvas about deadlines, formats, as well as where and how to upload our work.

-mixing up the groups for the different assignments

- better communication between the teachers and also between teachers and students; sometimes assignments weren't communicated clearly enough

Nothing

That maybe the projects for each of the 4 modules are quite short - everything need to be done in a week - and therefore sometimes the end result is a bit rushed.

For starters, the teachers should take it more seriously. I think there's a Swedish word that perfectly sums this course up, "flummig". The assignments were fine, but the communication between teachers and between teachers and students was terrible. The lack of information and structure was astounding. Deadlines were unclear and moved around, assignment instructions were poorly written and left students constantly asking each other for help. Not to mention this course was described as 100% - I don't think it merits even 30%.

I think it could be good if we had less projects and more learning about each medium in the first half of the course.

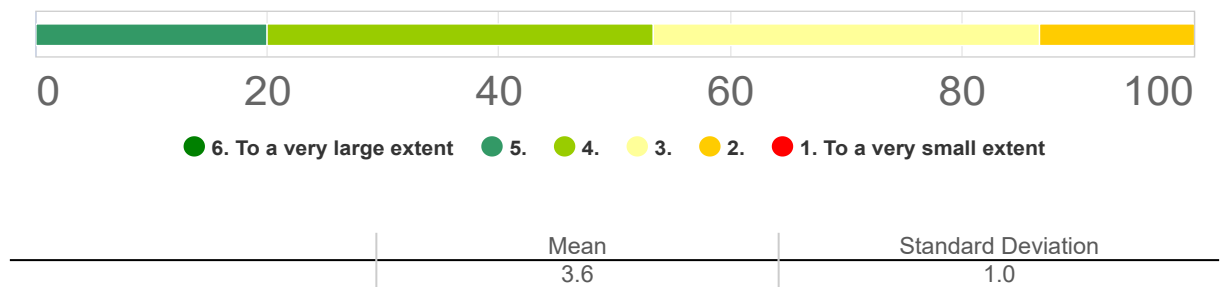
Better communication between the different teachers. More advanced input. It was made for people never done something in design and I expected something else. Since I used for example photoshop already a couple times I didn't learn something new in this course. So it would be good to write in the description that it is not an advanced course.

Switching up the groups

more advanced techings and more theoretical and practical teaching

4 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%)
2.	2 (13%)
3.	5 (33%)
4.	5 (33%)
5.	3 (20%)
6. To a very large extent	0 (0%)
Total	15 (100%)



Comments

I am quite happy with it and I enjoyed it. I would have liked the course to last a whole semester because I feel that each and every module was too short. It would have been really nice to explore it further.

It gave me a good overview of what Visual Communication consists of, is and can be.

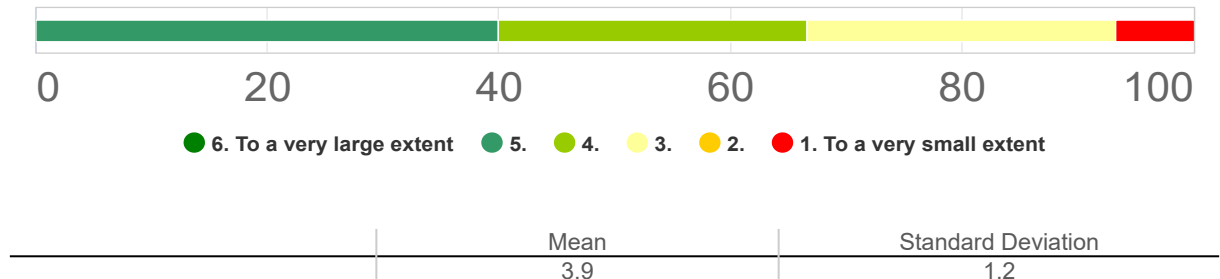
I had high hopes for this course. It sounded good on paper, and the introduction on day 1 reinforced those expectations. I learned very quickly that I was mistaken.

Questions about expected learning outcomes

We ask you to value the course on the basis of expected learning outcomes. You can find the expected learning outcomes in the syllabus here (open 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	1 (7%)
2.	0 (0%)
3.	4 (27%)
4.	4 (27%)
5.	6 (40%)
6. To a very large extent	0 (0%)
Total	15 (100%)



Comments

I was very engaged in all projects and therefore i did meet all my expected learning outcomes of the course.

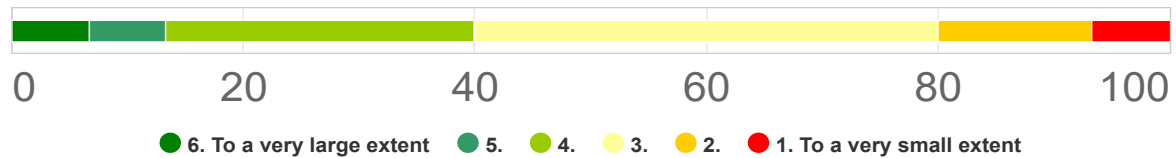
It's safe to say I've barely learned a thing. Most of what I can remember is the information I learned from the literature assignment text, which isn't exactly the work of a teacher. I also remember Oskar's lesson, you could tell he knew what he was talking about and he explained everything thoroughly whilst still keeping our attention due to his fun personality.

I didnt learn that much. Maybe in the individual project but the lectures were pretty basic.

5 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

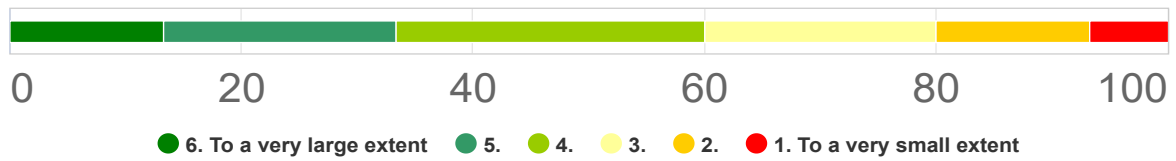
Lectures	Number of responses
1. To a very small extent	1 (7%)
2.	2 (13%)
3.	6 (40%)
4.	4 (27%)
5.	1 (7%)
6. To a very large extent	1 (7%)
Total	15 (100%)



Lectures	Mean	Standard Deviation
	3.3	1.2

Seminars

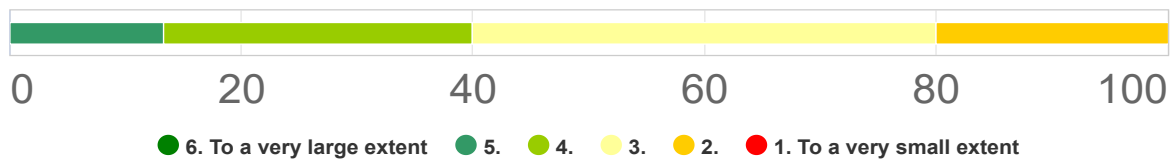
Seminars	Number of responses
1. To a very small extent	1 (7%)
2.	2 (13%)
3.	3 (20%)
4.	4 (27%)
5.	3 (20%)
6. To a very large extent	2 (13%)
Total	15 (100%)



	Mean	Standard Deviation
Seminars	3.8	1.5

Reading of the litterature

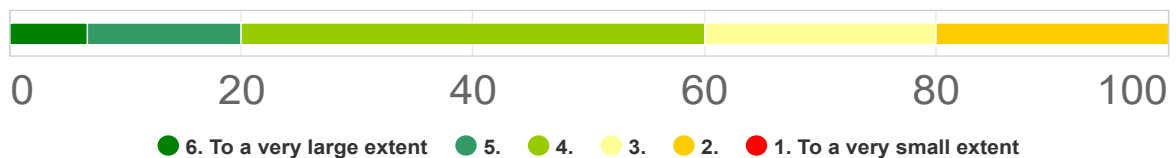
Reading of the litterature	Number of responses
1. To a very small extent	0 (0%)
2.	3 (20%)
3.	6 (40%)
4.	4 (27%)
5.	2 (13%)
6. To a very large extent	0 (0%)
Total	15 (100%)



	Mean	Standard Deviation
Reading of the litterature	3.3	1.0

Canvas

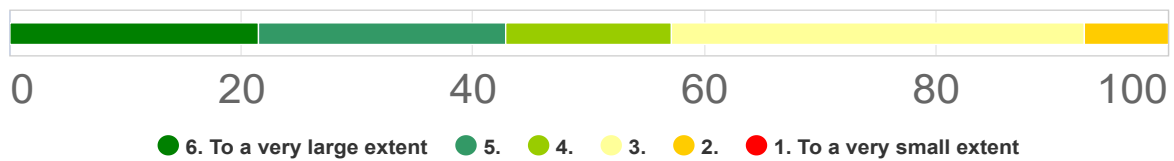
Canvas	Number of responses
1. To a very small extent	0 (0%)
2.	3 (20%)
3.	3 (20%)
4.	6 (40%)
5.	2 (13%)
6. To a very large extent	1 (7%)
Total	15 (100%)



	Mean	Standard Deviation
Canvas	3.7	1.2

Assignments

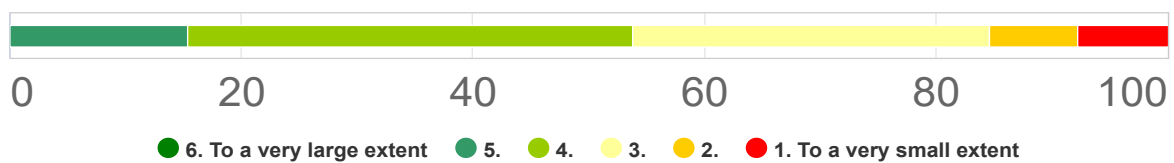
Assignments	Number of responses
1. To a very small extent	0 (0%)
2.	1 (7%)
3.	5 (36%)
4.	2 (14%)
5.	3 (21%)
6. To a very large extent	3 (21%)
Total	14 (100%)



	Mean	Standard Deviation
Assignments	4.1	1.4

Other teaching activities

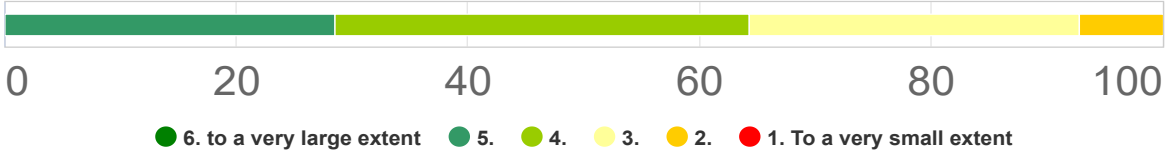
Other teaching activities	Number of responses
1. To a very small extent	1 (8%)
2.	1 (8%)
3.	4 (31%)
4.	5 (38%)
5.	2 (15%)
6. To a very large extent	0 (0%)
Total	13 (100%)



	Mean	Standard Deviation
Other teaching activities	3.5	1.1

6 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%)
2.	1 (7%)
3.	4 (29%)
4.	5 (36%)
5.	4 (29%)
6. to a very large extent	0 (0%)
Total	14 (100%)



	Mean	Standard Deviation
	3.9	0.9

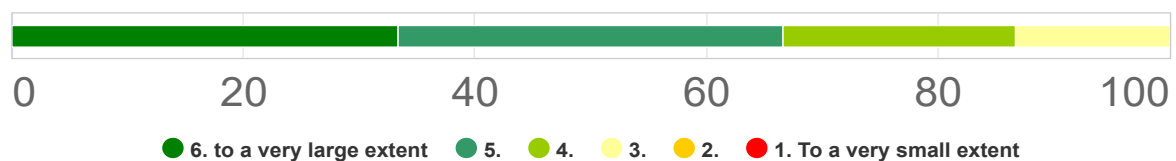
Comments (optional)

Seeing as the only individual assignment I was allowed to do apart from the final assignment was a forced group effort, I can safely say I was given very little opportunity to show what I could do. The personal assignment was a blessing to say the very least - I could finally make something I was genuinely proud of. I think the worst project for me was the sound design assignment, where my group decided all of my sounds were bad compared to theirs and completely cut me out of the entire assignment. Being in the same group time and time again isn't only painful and boring, but it also eliminates the possibility to teach students what it's like to work with different types people - an important skill in this field of work. The assignments themselves were pretty good, it was the execution that ruined them for me.

Other questions

7 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%)
2.	0 (0%)
3.	2 (13%)
4.	3 (20%)
5.	5 (33%)
6. to a very large extent	5 (33%)
Total	15 (100%)



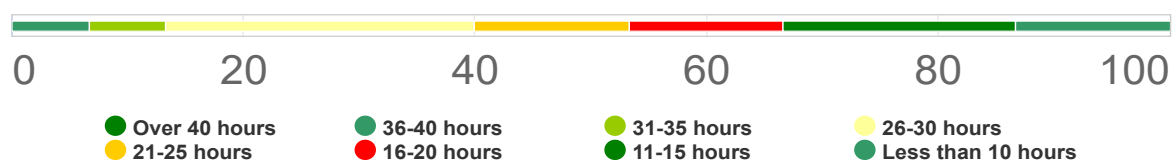
	Mean	Standard Deviation
	4.9	1.1

The subject/target of assignments was good, especially with how hands on. it was how they were usually structured around dependent group work that put back to a 2 or 3 for me

Too much, that's for sure. We would go to class for about two hours and listen to a teacher preach about personal views on art and completely irrelevant subjects, and then a vague assignment description. Then we were sent home for the rest of the week to figure it out ourselves. That's the general gist of this course.

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

	Number of responses
Less than 10 hours	2 (13%)
11-15 hours	3 (20%)
16-20 hours	2 (13%)
21-25 hours	2 (13%)
26-30 hours	4 (27%)
31-35 hours	1 (7%)
36-40 hours	1 (7%)
Over 40 hours	0 (0%)
Total	15 (100%)



	Mean	Standard Deviation
	3.7	1.8

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

Yes

Ja

Yes

It has been enough but as I stated previously, I would have extended the morning lectures for each and very module making it last the whole semester. By doing so it would have given us the opportunity to work at a lower pace, exploring certain aspects. Perhaps having more feedback seminars along the way, collecting feedback before the end result for each module?

Yes

yes, the course was quite easy but very engaging and open to experimentation

I wish I could've spent more, but we just didn't have classes. This course said it was full-time, 100%. Spending two hours twice a week in school is not full-time. I was very disappointed by the amount of time I spent just sitting at home. I did have assignments to work on, but with so much time at home they were completed very quickly, especially since they were group efforts.

Yes

yes I had a lot of free time as well.

Yes

9 Other comments about the course and suggestions for improvements?

Other comments about the course and suggestions for improvements?

Suggestion for future week/topic breakdown.

1. reading
2. Lecture broken into theory/reading and basics, including basic tips for the subject. (We didn't have this portion for sound design and it was quite frustrating, would have appreciated any basic tips to softwares or sound mixing basics)
- 3 individual projects with hands on activity. Individual.
4. Seminars to discuss work, either as a class fully or breaking up into random groups during class to discuss prompts and our work and then joining the class as a whole and having a few examples and discussions.

A good example of where it was mostly followed was the graphic design week, where it could have been improved (according to this structure) was the sound design week.

No

I'm a Swedish citizen, but if I would have paid 90 000kr for this, I would've been absolutely furious.