

# COURSE REPORT

## Background information (To be completed by course administrator)

<b>Course LADOK code:</b> KK160A	<b>Scope (hp):</b> 15,0 hp
<b>Course title:</b> Visual Communication in Contemporary Media	
<b>Course coordinator:</b> Dittmar Jakob Friedrich	<b>Number of registered students:</b> 44
<b>Semester in which the course is conducted:</b> Autumn semester 2023	
<b>Is the course an independent course, programme course or contract course? If the course has been completed within a programme, enter the programme name:</b> independent	

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

**The administration's views:** the course is in dire need of massive revisions. The portfolio-exam on 10 HP is unsuitable for efficient examination, let alone re-examinations. The course lacks focus and is quite difficult to staff and teach as it tries to introduce almost all areas of visual communication in 4-6 weeks. The Christmas-season makes the course even shorter in reality than it is on paper.

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

<b>Formative course evaluation:</b> online-evaluation at the end of the term as well as several oral temperature takings and discussions with frustrated / confused students during the term.	<b>Number of students who participated in the course evaluation:</b> 23 oral, 12 online
<b>Summative course evaluation:</b> oral discussions during termtime in response to student questions / critique. Online-questionnaire open for several weeks at the end of the term and into the next term.	<b>Number of students who participated in the course evaluation:</b> s. above
<b>Feedback to students:</b> detailed response to oral discussions, for context: honest and open information about staffing- and budget-situation at MaU. No feedback has been provided after online-questionnaire, but course has been revised substantially.	

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

**Summary of the students' course evaluations:**  
the course is taken by exchange students mostly, to add missing credits for their exchange-term as it is in English and has a reputation to be easy to pass. Course participation is blended. Some students want to produce and test media, others invest minimal effort only and are not supporting workshops or project work.  
(The five university-wide questions should be included:

1. active students feel they have achieved the course's intended learning outcomes to large extend or fully.
2. due to attendance issues, the course's working methods/learning activities have only worked well after group-set ups have been designed to accommodate this.
3. quite some students have not even tried to meet all formal demands of the course's examination forms. Only on repeated re-exams most passed the individual assignments that count towards the media portfolio. The active students have partly enjoyed and gone far beyond the asked material.
4. There is no overall expectation towards the course.
5. the course has given opportunity to take responsibility for students' own learning, but many have not been up to take the challenge as long as K3 depends on acceptable percentages of *genomströmning*.

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

**Summary of the teacher's views/Results:** this course provided for many hours of frustration and extra-coordination and communication efforts. Staff was juggling individual teaching with obligations on other courses and had to put up with massive no-show for project-work and examination of material that was not even attempting to meet formal criteria, let alone content-questions to reach out to the eager minority of students. Re-exam hours had to be expanded due to work-load resulting from failing bad student work on previous exams. etc.

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

**Analysis:** The course needs focusing and restriction to less areas that would then be worked with/on in more depth. The exam-forms need serious revision as a portfolio of 10 HP on a 15 HP-course is absurd to have.

The course has been a problem for years but had not been revised in accordance to K3's *beslut* on these matters. The coordinator for 2023 was forced by his *enhetschef* to take over the course and adjust it without changing formal criteria nor course plan. Duly, any of the substantial problems were solvable.

**Action plan:** the course plan, as well as the focus and width of the course have been revised for 2024. A new course-responsible has taken over. If the new approach does not help, the course should be closed down.

**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.