COURSE REPORT – Summary of course evaluation

Background information (To be completed by the course administrator)

Course LADOK code: KK160A	**Scope (hp):** 15
Course title: Visual Communication in Contemporary Media	
Course coordinator: Oskar Aspman	**Number of registered students: 48**
Semester in which the course is conducted: HT24	
Is the course an independent course, programme course or contract course? If the course has been completed within a programme, enter the programme name.	

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

Formative course evaluation, for example dialogue during the course (optional)	**Approx. number of students who participated in formative course evaluation(s): 20**
Summative course evaluation (obligatory) x Only via Canvas ☐ Canvas and other form ☐ Only other form (written and/or oral)	**Number of students who participated in the summative course evaluation: 11**

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

Summary of the students' oral and written feedback:
Kursen upplevdes engagerande av de som svarade och uppskattades särskilt för sina praktiska inslag, främst videoessäuppgifterna. Studenterna gillade att få arbeta kreativt och utveckla sina färdigheter i video och skrivande. Kursen fick en del kritik gällde kursens struktur (inte helt oväntat när vi testade en ny struktur), där studenterna upplevde att vissa moment inte kändes organiserade och vissa moduler svagt kopplade till huvuduppgiften. Det fanns också tydliga önskemål om mer instruktioner, handledning och feedback och mer stöd i tekniska moment som videoredigering.

exempelcitat från utvärderingen

- "The choice of focusing on video essays is a really good idea. It's a relevant format that also allows big variation and the opportunity to train some skills that are general and can be used for a lot of things."
- "I liked the structure and a good balance with lectures, discussions and writing."
- "It was a nice mixture of lectures and workshops. Everything felt relevant. I liked that we worked with the assignments in the workshops. A lot of feedback."
- *"I think it would be better to focus on one module at a time - we had small assignments in each one every week, so there was too much information and deadlines to keep up with every week, left people confused and maybe unengaged."*
- *"The video essay creation, as the main examination worth 10 points, was a central part of the course. While I appreciated the creative freedom we were given, I feel that there could have been more structured opportunities to learn the basics of video editing."*

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

Summary of the teacher's views:

- Kursen testade en ny struktur under den gamla kursplanens examinationsformer, vilket gjorde upplägget något krystat. Detta speglas även i studenternas kursutvärderingar. Trots detta fungerade kursen överlag.

- En starkare koppling mellan teori, praktik och skrivande kan förbättra helheten och stärka studenternas process.

- Det var oklart för studenterna hur referenser i videoessäerna skulle hanteras. Att etablera en tydlig standard för detta framöver skulle minska förvirring och skapa en mer enhetlig bedömningsgrund.

Action plan (To be completed by the course coordinator)

The underlaying analysis and the action plan should be based on a summary of the students' individual course evaluations, views from teachers in the course and the knowledge development in the research field. If identified problems are left without action, this should be motivated.

The following changes are planned in the short and long term:
WHAT should be done, WHO should do it and WHEN should it be done?

- Förtydliga kopplingen mellan kursens olika moment, särskilt mellan kreativt skrivande och videoessäuppgiften. Skapa en tydligare struktur för videoredigeringsmomentet, med bättre introduktion till programvara.
- Anpassa kursstrukturen så att den progression som finns blir synligare och mer transparent för studenterna. Skapa ett mer formaliserat system för feedbackprocessen för att säkerställa kvalitet och engagemang.

Remember to orally feedback the results of the course evaluation to
• the students who have completed the course evaluation
• the students of the next course round, i.e. the next time the course is given