Visual Communication and Digital Culture

About the course

subject	Kommunikation
activitytype	master course
Teaching language	English
Registration	Tilmelding sker via STADS-Selvbetjening indenfor annonceret tilmeldingsperiode, som du kan se på Studieadministrationens hjemmeside
	Når du tilmelder dig kurset, skal du være opmærksom på, om der er sammenfald i tidspunktet for kursusafholdelse og eksamen med andre kurser, du har valgt. Uddannelsesplanlægningen tager udgangspunkt i, at det er muligt at gennemføre et anbefalet studieforløb uden overlap. Men omkring valgfrie elementer og studieplaner som går ud over de anbefalede studieforløb, kan der forekomme overlap, alt efter hvilke kurser du vælger.
	Registration through STADS-Selvbetjeningwithin the announced registration period, as you can see on the Studyadministration homepage.
	When registering for courses, please be aware of the potential conflicts between courses or exam dates on courses. The planning of course activities at Roskilde University is based on the recommended study programs which do not overlap. However, if you choose optional courses and/ or study plans that goes beyond the recommended study programs, an overlap of lectures or exam dates may occur depending on which courses you choose.
Detailed description of content	Technological developments within new media in recent years have made modern society increasingly visually oriented. The widespread circulation of visual content in digital media also highlighted critical social issues about identity, surveillance, privacy and authenticity. One consequence of this is that the skills to theorize about, analyze and communicate digital visual phenomena are becoming increasingly important, both in research and in professional life. The course Visual Communication and Digital Culture is therefore designed to provide students with the knowledge and skills to critically identify and analyze the impact and effects of digital visuality, including how the new media affect processes of communication between individuals, organizations and society.
	Visual Communication and Digital Culture takes its starting point in all forms of digital imaging, placing them in a historical, cultural and social framework of understanding. The course focuses on the social uses of images in digital culture and invites students to observe the research potentials of these new communicative practices where the visual is used to generate social bonds between people in digitally mediated spaces, such online social networks and virtual communities. The course aims to expand students' knowledge of the foundations of visual communication and narratives via and in new media, with a view to identifying the ongoing development of digital culture in relation to individuals, institutions and organizations. Students are thus enabled to analyze visual narratives, rhetoric and ideology across genres and new media platforms on the basis of content-related, genre-related and contextual perspectives. In doing so, the course will enable the students to produce a visual research portfolio, identify a relevant problem formulation, develop theoretical and methodological approaches to study visual phenomena.
Expected work effort (ECTS-declaration)	10 ECTS points
Course material and Reading list	Literature for the course and a reading list for each class meeting will be available on Moodle at semester start.
Evaluation- and feedback forms	Individual portfolio consisting of written documents and other types of products.
	The portfolio consists of 5-8 products, which are prepared in whole or in part during the course. The products can e.g. be analytical exercises, notes for presentations, feedback, reflections, written assignments, wiki contributions, social media and visual productions. The portfolio should demonstrate the individual's competences to analyze different examples of visual communication and digital culture and to generate theoretical and/or methodological reflections about the course themes and relevant literature. The portfolio should also include a concluding section where the various products are related to each other in a larger perspective outlining the student's assessment of visual communication and digital culture as an academic field.

We recommend that the portfolio's written products have a total range of 19.200 - 36.000 characters including spaces (8 - 15 normal pages). The scope requirements include any front page, table of contents, bibliography, figures and other illustrations, but excluding any attachments.

The portfolio is handed in together (uploaded on exam.ruc.dk). Possible, continuous part delivery to the course teachers for feedback does not replace the total delivery. The delivery date is published on study.ruc.dk.

An overall assessment of the portfolio is made by consideration of several criteria, including:

1. Content (variety, aptness, completeness and relevance of the portfolio products)
2. Structure (organization of sections, titles, introduction, main points, and conclusion)
3. Theoretical and/or Methodological Rigor (use of relevant analytical concepts, methods, theory, and literature)
4. Critical Reflection (self-assessment and conclusions about the learning outcomes)

The assignment must document that the student has a secure command of the English written language, including grammar and linguistic correctness.

Assessment: 7-step scale.

Administration of exams	IKH Studieadministration (ikh-studieadministration@ruc.dk)
Responsible for the activity	Henrik Juel (hjuel@ruc.dk) Remzi Ates Gürsimsek (ates@ruc.dk)
ECTS	10
Learning outcomes and assessment criteria	• Knowledge and understanding of a specific subject area in the field of communication, information and media, including having knowledge and understanding of the common practices in relation to th subject area • Knowledge and understanding of current theories relevant to the subject area, including knowledge of essential communications concepts and terms • Knowledge and understanding of current methods used to study the subject area • Skills in being able to apply relevant theory to a specific communications-related research questio • Skills in being able to use appropriate methods to study communications-related research questions • Skills in being able to translate analyses and knowledge and understanding to a practical communications-related context • Competences in independently being able to take responsibility for one's own professional development and specialisation within the subject area
Overall content	The course includes presentations and critical discussions as well as the testing the of knowledge about and understanding of a defined subject area within the field of communications, including presentations and discussions of concepts, theories and investigative methods
Teaching and working methods	The course consists of a mix of lectures and discussions, and it can include group work, homework and peer feedback. It is structured around a number of themes that will be presented at the start of the course
Type of activity	Elective course
Form of examination (p3)	Individual portfolio consisting of written products and other types of products. The portfolio consists of maximum 10 (the exact number is determined by the lecturer based on an academic assessment of the student's subject) products, that wholly or partially are developed during the course. The products are e.g. answers to exercises, an outline for a presentation, written feedback, written reflections and written assignments, wiki-inputs, sound productions and visual productions.. The preparation of the products may be subject to time limits. The total character limit of portfolio incl. the written products is 4,800-36,000 characters, including spaces. The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices. The portfolio's specific products and the (if relevant) recommended size (character limits) for the individual products are made public on study.ruc.dk before the course begins. The entire portfolio must be handed in at the same time (uploaded to eksamen.ruc.dk). Handing in the portfolio or parts of the portfolio to the supervisor for feedback, cannot replace the upload to eksamen.ruc.dk. Furthermore, the assignment must document that the student possesses a

confident mastery of written English, including grammar and linguistic correctness.
The submission deadline will be announced on study.ruc.dk before the course begins.

The assessment is individual and based on the entire portfolio.

Assessment: 7-point grading scale.

Form of Re-examination (p3)	Samme som ordinær eksamen
Exam code(s)	Exam code(s) : U41071

Course days:

Hold: 1

Visual Communication and Digital Culture (KOMM)

time	15-09-2021 08:15 til 15-09-2021 12:00
location	40.1-32 - workshop-lokale (foldedør sammenlagt lokale) (25)
Teacher	Remzi Ates Gürsimsek (ates@ruc.dk) Henrik Juel (hjuel@ruc.dk)

Visual Communication and Digital Culture (KOMM)

time	22-09-2021 08:15 til 22-09-2021 12:00
location	40.1-32 - workshop-lokale (foldedør sammenlagt lokale) (25)
Teacher	Remzi Ates Gürsimsek (ates@ruc.dk) Henrik Juel (hjuel@ruc.dk)

Visual Communication and Digital Culture (KOMM)

time	29-09-2021 08:15 til 29-09-2021 12:00
location	40.1-32 - workshop-lokale (foldedør sammenlagt lokale) (25)
Teacher	Remzi Ates Gürsimsek (ates@ruc.dk) Henrik Juel (hjuel@ruc.dk)

Visual Communication and Digital Culture (KOMM)

time	06-10-2021 08:15 til 06-10-2021 12:00
location	40.1-32 - workshop-lokale (foldedør sammenlagt lokale) (25)
Teacher	Remzi Ates Gürsimsek (ates@ruc.dk) Henrik Juel (hjuel@ruc.dk)

Visual Communication and Digital Culture (KOMM)

time	13-10-2021 08:15 til 13-10-2021 12:00
location	40.1-32 - workshop-lokale (foldedør sammenlagt lokale) (25)
Teacher	Remzi Ates Gürsimsek (ates@ruc.dk) Henrik Juel (hjuel@ruc.dk)

Visual Communication and Digital Culture (KOMM)

time	27-10-2021 08:15 til 27-10-2021 12:00
location	40.2-016 - workshoplokale (25)
Teacher	Henrik Juel (hjuel@ruc.dk) Remzi Ates Gürsimsek (ates@ruc.dk)

Visual Communication and Digital Culture (KOMM)

time	01-11-2021 08:15 til 01-11-2021 12:00
location	40.2-016 - workshoplokale (25)
Teacher	Henrik Juel (hjuel@ruc.dk) Remzi Ates Gürsimsek (ates@ruc.dk)

Visual Communication and Digital Culture (KOMM)

time	03-11-2021 08:15 til 03-11-2021 12:00
location	40.2-016 - workshoplokale (25)
Teacher	Henrik Juel (hjuel@ruc.dk) Remzi Ates Gürsimsek (ates@ruc.dk)

Visual Communication and Digital Culture (KOMM)

time	08-11-2021 08:15 til 08-11-2021 12:00
location	40.2-016 - workshoplokale (25)
Teacher	Remzi Ates Gürsimsek (ates@ruc.dk) Henrik Juel (hjuel@ruc.dk)

Visual Communication and Digital Culture (KOMM)

time	10-11-2021 08:15 til 10-11-2021 12:00
location	40.2-016 - workshoplokale (25)
Teacher	Remzi Ates Gürsimsek (ates@ruc.dk) Henrik Juel (hjuel@ruc.dk)

Visual Communication and Digital Culture (KOMM)

time	15-11-2021 08:15 til 15-11-2021 12:00
location	40.2-016 - workshoplokale (25)
Teacher	Remzi Ates Gürsimsek (ates@ruc.dk) Henrik Juel (hjuel@ruc.dk)

Visual Communication and Digital Culture (KOMM)

time	17-11-2021 08:15 til 17-11-2021 12:00
location	40.2-016 - workshoplokale (25)
Teacher	Remzi Ates Gürsimsek (ates@ruc.dk) Henrik Juel (hjuel@ruc.dk)

Visual Communication and Digital Culture - Exam (KOMM)

time	26-11-2021 10:00 til 26-11-2021 10:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt

Visual Communication and Digital Culture - Reexam (KOMM)

time	14-01-2022 10:00 til 14-01-2022 10:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt