

Elective course: Digital Culture and Production of Visual Communication

Title	Elective course: Digital Culture and Production of Visual Communication
Semester	E2023
Master programme in	Kommunikation / Media and Communication
Type of activity	Course
Teaching language	English
Study regulation	Read about the Master Programme and find the Study Regulations at ruc.dk

REGISTRATION AND STUDY ADMINISTRATIVE

Registration	There is a maximum number of 25 students in the course. If more than 25 students register for the course, the available places will be determined by lottery. You register for activities through stads selvbetjening during the announced registration period, which you can see on the Study administration homepage. When registering for courses, please be aware of the potential conflicts and overlaps between course and exam time and dates. The planning of course activities at Roskilde University is based on the recommended study programmes, which should not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programmes, an overlap of lectures or exam dates may occur depending on which courses you choose. Maksimum plads til 25 studerende pr. hold. Hvis flere ønkser en plads, fordeles pladserne ved lodtrækning.
Number of participants	
ECTS	10
Responsible for the activity	Henrik Juel (hjuel@ruc.dk) Remzi Ates Gürsimsek (ates@ruc.dk)
Head of study	Chris Peters (cpeters@ruc.dk)
Teachers	
Study administration	IKH Tilmelding & Eksamen (ikh-eksamen@ruc.dk)
Exam code(s)	U60573

ACADEMIC CONTENT

Overall objective	The course contains presentation and critical discussion as well as testing knowledge of a defined media and communication subject area/field of activity, including presentation and discussion of current concepts, theories, and research methods, possibly in collaboration with practitioners within the field.
Detailed description of content	Technological developments within new media in recent years have made modern society increasingly visually oriented. In today's digital age, the production and consumption of visual communication have become easier, faster, and more prevalent than ever before. The widespread circulation of visual content in digital media also highlights critical social issues about identity, authenticity, privacy, and surveillance. As a result, the skills to theorize about, analyze, discuss, and communicate digital visual phenomena are becoming increasingly important, both in research and in professional life. This course delves into the ways in which digital culture influences the production, distribution, and consumption of visual communication across various media platforms and social contexts. The course Digital Culture and Production of Visual Communication 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. Throughout the course, students will develop skills in both the analysis and production of visual communication in digital media. The course takes its starting point in a wide variety 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 as 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 also invited to create visual communication products to be part of their portfolios. Students are thus encouraged to produce and 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 visually oriented research portfolio, identify a relevant problem formulation, and develop theoretical and methodological approaches to studying visual phenomena.
Course material and Reading list	Literature for the course and a reading list for each class meeting will be available on Moodle at the semester start.
Overall plan and expected work effort	The total study effort for the student (ECTS points converted into hours) = 270 hours. The hours are divided as follows: ● Course teaching: 40 hours ● Preparation: 150 hours ● Exam: 60 hours ● Other activities: 20 hours (semester start, literature search, etc.
Format	

Evaluation
and feedback

Oral and written evaluation at the end of the course. Standardized evaluation in accordance with the rotating evaluation scheme implemented by the Study Board.

Programme

Overview of the themes in class – preliminary order:

Introduction to the main ideas and theories of the course, the course program, and the literature. Explanation of the portfolio exam. **Visual Politics** The presentation of politicians and politics in modern media, and the unnoticed influence of camera work and editing. **Visual Methodologies and Digital Culture** How does digital media enable us to present ourselves to the world and build social connections based on these representations? We will discuss both qualitative and quantitative methodologies in relation to visual media.

Visual News New trends in “news” in the digital era. Production and consumption of visual news-bites. **Social Ecosystems of Visual Media** We will talk about how digital content travels the web by the communicative, interactive and participatory engagements between media users and talk about how media becomes “spreadable”, including memes and conspiracy theories. **Visual Media and Digital Creativity** What can influencers tell us about the key characteristics of our digital culture? Does digital culture point to a radical shift from traditional (mass) media or does it only reinforce the existing power relations between producers and audiences?

Visual Nature About how we come to view the environment, climate change, ecology, wildlife, and animal ethics and ideology through film/tv/social media/video games. **Audiences, Fans, and Participatory Culture** We will talk about the “other side” and focus on the audiences of visual communication products in digital culture, focusing on the participatory practices of fans and fan communities in co-creating meaning by visual media.

Visual Identity: Visual Personality, visual social relations, entertainment, influence, power, and love relations. From the stars of Hollywood to the stars of modern media: glamour, beauty filters, ideals and dreams in digital culture. **Visual Persuasion:** Visual Rhetoric, Arguments, and Ideology. From dialogue and discussion to polemics and propaganda. The power of the image vs. the power of words? **New Modalities, Senses, and Relationships: The Future of Visual Media?** Which new technological phenomena lead you to envision the future of visual communication? Are we all going to live inside Virtual Reality? Will AI-generated images make artists obsolete? What other kinds of ethical, social, cultural, economic, or political problems may arise from these visions?

Resumé of the course and more guidance about how to write/assemble the individual portfolios. *Presentation by students of draft portfolios* – feedback and suggestions from all. Evaluation of the course.

ASSESSMENT

Overall
learning
outcomes

At the end of the course, the student is able to:

- Demonstrate in-depth knowledge of a defined subject area/field of activity within media and communication, including nuanced knowledge of common production and project work methods in relation to the subject area.
- Identify and account for current theories of relevance to the subject area/field of activity, including understanding of significant communication professional issues.

	• Develop, organize and present a specific communication production or project relevant to the subject area/field of activity. • Independently and reflectively translate theoretical perspectives and methodological approaches into a concrete communication professional practice. • Independently take responsibility for one's own professional development.
Form of examination	Individual portfolio exam The character limit of the portfolio is 24,000-48,000 characters, including spaces. Examples of written products are exercise responses, talking points for presentations, written feedback, reflections, written assignments. The preparation of the products may be subject to time limits. The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices. The portfolio is written completely or partially during the course. 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. Assessment: Pass/Fail.
Form of Re-examination	Individual portfolio exam The character limit of the portfolio is 24,000-48,000 characters, including spaces. Examples of written products are exercise responses, talking points for presentations, written feedback, reflections, written assignments. The preparation of the products may be subject to time limits. The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices. The portfolio is written after the course has ended. 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. Assessment: Pass/Fail.
Type of examination in special cases	
Examination and assessment criteria	An 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 commented visual productions (photos, small videos, memes, etc.). The portfolio should demonstrate the individual's competencies to analyze and/or produce and 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 24.000 - 36.000 characters including spaces (11 - 16 normal pages). The additional visual products created/compiled by the student can then count as fitting into the official limits of 24000 - 48.000 characters.

The scope requirements include any front page, table of contents, bibliography, figures, and other illustrations but exclude 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: Pass/fail Each student will receive short written feedback along with the assessment - within a month from hand-in.

Exam code(s) Exam code(s) : U60573

Course days:

Hold: 1

Digital Culture and Production of Visual Communication (MAC)

time 23-10-2023 12:15 til
 23-10-2023 16:00

location 40.1-32 - workshop-lokale (foldedør sammenlagt lokale) (25)

Teacher Remzi Ates Gürsimsek (ates@ruc.dk)
 Henrik Juel (hjuel@ruc.dk)

Digital Culture and Production of Visual Communication (MAC)

time 26-10-2023 12:15 til
26-10-2023 16:00

location 40.1-32 - workshop-lokale (foldedør sammenlagt lokale) (25)

Teacher Remzi Ates Gürsimsek (ates@ruc.dk)
Henrik Juel (hjuel@ruc.dk)

Digital Culture and Production of Visual Communication (MAC)

time 30-10-2023 12:15 til
30-10-2023 16:00

location 40.1-32 - workshop-lokale (foldedør sammenlagt lokale) (25)

Teacher Henrik Juel (hjuel@ruc.dk)
Remzi Ates Gürsimsek (ates@ruc.dk)

Digital Culture and Production of Visual Communication (MAC)

time 02-11-2023 12:15 til
02-11-2023 16:00

location 40.1-32 - workshop-lokale (foldedør sammenlagt lokale) (25)

Teacher Henrik Juel (hjuel@ruc.dk)
Remzi Ates Gürsimsek (ates@ruc.dk)

Digital Culture and Production of Visual Communication (MAC)

time 06-11-2023 12:15 til
06-11-2023 16:00

location 40.1-32 - workshop-lokale (foldedør sammenlagt lokale) (25)

Teacher Remzi Ates Gürsimsek (ates@ruc.dk)
Henrik Juel (hjuel@ruc.dk)

Digital Culture and Production of Visual Communication (MAC)

time 09-11-2023 12:15 til
09-11-2023 16:00

location 40.1-32 - workshop-lokale (foldedør sammenlagt lokale) (25)

Teacher Henrik Juel (hjuel@ruc.dk)
Remzi Ates Gürsimsek (ates@ruc.dk)

Digital Culture and Production of Visual Communication (MAC)

time 13-11-2023 12:15 til
13-11-2023 16:00

location 40.1-32 - workshop-lokale (foldedør sammenlagt lokale) (25)

Teacher Remzi Ates Gürsimsek (ates@ruc.dk)
Henrik Juel (hjuel@ruc.dk)

Digital Culture and Production of Visual Communication (MAC)

time 16-11-2023 12:15 til
16-11-2023 16:00

location 40.1-32 - workshop-lokale (foldedør sammenlagt lokale) (25)

Teacher Henrik Juel (hjuel@ruc.dk)
Remzi Ates Gürsimsek (ates@ruc.dk)

Digital Culture and Production of Visual Communication (MAC)

time 27-11-2023 12:15 til
27-11-2023 16:00

location 40.1-32 - workshop-lokale (foldedør sammenlagt lokale) (25)

Teacher Remzi Ates Gürsimsek (ates@ruc.dk)
Henrik Juel (hjuel@ruc.dk)

Digital Culture and Production of Visual Communication (MAC)

time 30-11-2023 12:15 til
30-11-2023 16:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

location 41.1-14 - biograf 41.1 (152)

Teacher Henrik Juel (hjuel@ruc.dk)
Remzi Ates Gürsimsek (ates@ruc.dk)

Digital Culture and Production of Visual Communication - Exam (MAC)

time 08-12-2023 10:00 til
08-12-2023 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

Digital Culture and Production of Visual Communication - Reexam (MAC)

time 05-02-2024 10:00 til
05-02-2024 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt