



DEPARTMENT OF CULTURAL SCIENCES

MEK400 Media, Aesthetics, and Cultural Entrepreneurship: semester 4, 30 credits

Medier, estetik och kulturellt entreprenörskap: termin 4, 30 högskolepoäng

First Cycle

Confirmation

This course syllabus was confirmed by Department of Cultural Sciences on 2016-06-16 and was last revised on 2021-06-09 to be valid from 2022-01-16, spring semester of 2022.

Field of education: Arts 100%

Department: Department of Cultural Sciences

Position in the educational system

The course is only given within the Bachelor's Programme Media, Aesthetics and Cultural Entrepreneurship, 180 credits.

The course is required for a Bachelor's degree in Culture, Aesthetics and Media.

The course can be part of the following programme: 1) Media, Aesthetics and Cultural Entrepreneurship, Bachelor's Programme (H1MEK)

Main field of studies

Culture, Aesthetics and Media

Specialization

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Entry requirements

Admission to the course requires 30 credits in the course Media, Aesthetics, Cultural Entrepreneurship MEK200, with at least 20 credits from the course Media, Aesthetics, Cultural Entrepreneurship MEK300

Learning outcomes

Knowledge and understanding

- demonstrate good knowledge of research around Narratology and Ludology
- demonstrate a good understanding of the conditions and traditions of different professions in media and art

Competence and skills

- both orally and in writing survey, summarise and evaluate large number of narratives and games
- both orally and in writing review and summarise, as well as critically evaluate large amounts of narratives and games
- analyse visual and audible objects as well as narratives and games
- cooperate with different partners and mediate between different points of view and value traditions
- in a group professionally plan, carry out and lead trans media project within given time frames

Judgement and approach

- form an opinion of and express critically aware assessments of norm-setting mechanisms in different media
- assess narration and games based on different assessment foundations
- show consciousness for different ethical approaches to Narratology and Games Studies
- demonstrate the ability to identify different skills of narrative, interactive and transmedia productions.

Course content

Narratology, 10 credits, focuses on narrative traditions, narratology and the relationship of the narration for different aims, art forms and technical platforms. The module trains the students in various methods for narrative analysis.

Introduction to Games, 10 credits, gives a theoretical specialisation in analogue and digital gaming. The module teaches Ludology, questions regarding methods for developing interactivity and participation in different aesthetic artefacts and processes.

Project work: Transmedia Theory, 5 credits, students will groups create a narrative concept, which they developed in different media and platforms. The students will prepare a proposal that should be artistic, economically and technically feasible. The project, allows students to develop their proficiency in artistic processes and

entrepreneurship, acquired through earlier courses and projects.

Transmedia Theory, 5 credits consist of a theoretical specialisation in medium specificity and platform issues. During the module, the students should also reflect critically on their experiences in project organisation and project management from the project.

Form of teaching

The education is conducted through lectures, seminars, exercises, laboratory sessions, supervision (individual and in groups) and project.

Each semester contains a project work worth 5 credits, that runs parallel with one of the modules, which is then followed by a theoretically based analysis of the project. The project includes components of collaboration with external actors.

Language of instruction: Swedish and English

Assessment

The course is assessed by individual take-home examinations and oral and written project presentations, both individually and in groups, at assessing seminars.

A student who has failed a test twice has the right to change examiner. The request must be made in writing to the Department of Cultural Sciences.

Grades

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U).

Scale for the module Project Work: Transmedia theory, 5 credits, the grades Fail (U), Pass (G) (UG) will be applied.

To pass the course with distinction, the grade Pass with distinction is required on at least 20 credits of the modules.

Course evaluation

An anonymous course evaluation is carried out in writing after each course. At the end of each semester, the course coordinator arranges one seminar where experiences in the course are related to other follow-up and development tasks in the education.

Additional information

Equality aspects should be taken into consideration in content, literature, teaching and evaluation. In addition, where relevant, the course should make students aware of and problematise ecological, economic, cultural and socially sustainable development.