LS1467 Public Communication about Technology 7.5 credits

Publik kommunikation om teknik

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

Establishment

Course syllabus for LS1467 valid from Spring 2016

Grading scale

P, F

Education cycle

First cycle

Main field of study

Specific prerequisites

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

In the course, you learn to design and shape interesting communication about technology from the perspective of the broader community

On completion of the course, the student should be able to:

- Analyse the relationship between branding and how technical innovations are perceived.

- Describe new technology from the perspective of users and society

- Design communication about technology that arouses interest in receivers who lack deep technical knowledge.

- Design communication about technology that creates lasting relations with a chosen target group.

- Shape communication about technology that creates identity

Course contents

- Presentations of assignments in the different seminars and workshops of the course

- Lectures and written assignments on a distance basis

- Presentations with peer review and teacher feedback

- Presentation of "elevator-pitches" for technical innovations

- Workshops about presentation skills and the selling of ideas

- Production of a personal digital portfolio of ideas with design suggestions for technical brands

Course literature

Kurslitteratur meddelas inför kursstart.

Rekommenderad referenslitteratur och e-resurser anges i kurs-PM eller på liknande sätt.

Equipment

Computer with broadband connection

Examination

- KONA - Assessment, 2.5 credits, grading scale: P, F
- LEXA - Continuous Assessment, 5.0 credits, grading scale: P, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

Other requirements for final grade

Attendance at all compulsory course components.

- Passed assignments

- Passed final presentation

- The conditions applying for any eventual need to make up missed attendance are stated in the course requirements communicated at the beginning of the course.

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.