

Degree

A degree of Bachelor of Arts consists of 3 years of study in the first cycle. The BA in Digital Cultures also includes a semester of optional courses.

A BA degree meets the entry requirements for study in the second cycle to obtain a degree of Master.

Students go on to work as...

- web editors
- web strategists
- project managers and coordinators
- information directors
- communication officers
- researchers
- information experts
- arts administrators
- web or media analysts
- concept developers
- digital media producers
- digitisation coordinators
- web consultants

If you need help with...

- online presence
- digital strategies
- competitive intelligence
- search engine optimisation
- investigations
- user experience
- project planning and coordination
- digital preservation
- new perspectives on everyday digital life
- web publishing
- evaluations
- concept development

...EMPLOY A GRADUATE IN DIGITAL CULTURES!

The programme's language of instruction is Swedish.

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LUND UNIVERSITY
Joint Faculties of Humanities and Theology

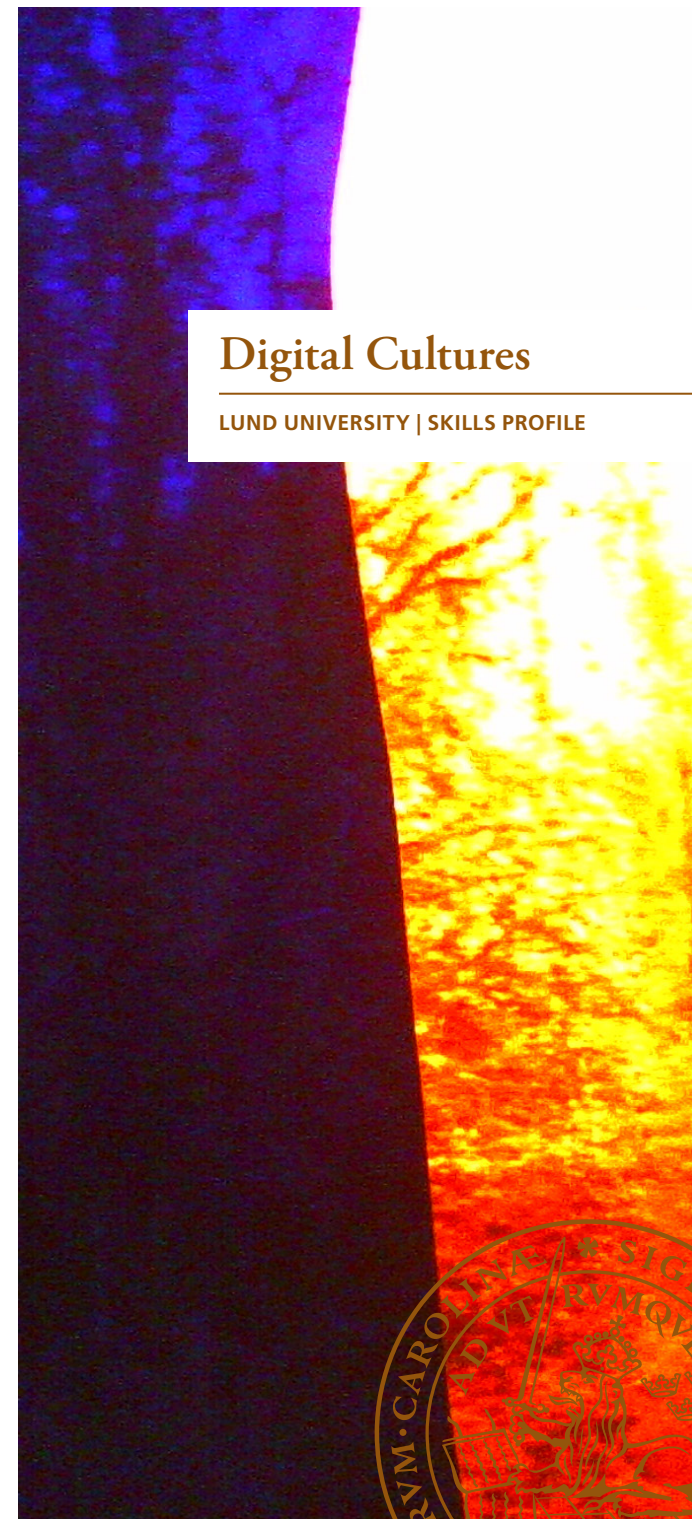
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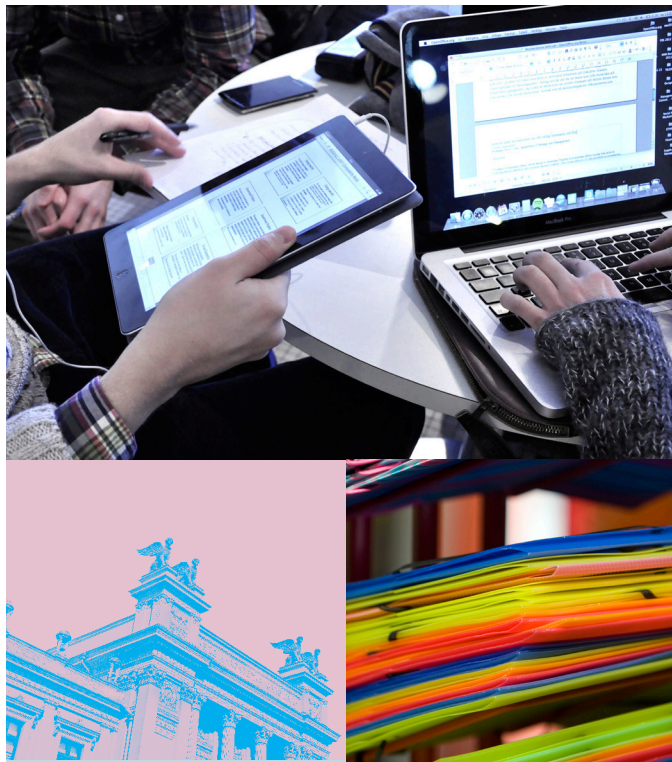
Digital Cultures

LUND UNIVERSITY | SKILLS PROFILE



Students acquire skills in...

- serving as a link between people with different levels of digital knowledge
- developing and analysing digital strategies
- judging the possibilities and limitations of different digital channels
- investigating the strategic importance of digital media in an organisation
- assessing the cultural and social implications of the digitisation of society
- organising, structuring and preserving digital media
- applying current methods to organise, manage and follow up projects, as well as to understand group dynamics
- understanding the consequences of how digital media and communication is made accessible
- applying analytical skills and knowledge of theories to practical solutions
- engaging in teamwork with colleagues and other agents within or outside the field
- writing effective texts adapted to context
- making presentations adapted to context that include graphic elements and technical aids



BA in Digital Cultures at Lund University

Students on the BA in Digital Cultures at Lund University acquire knowledge of the role of the Internet and digital culture in our culture, society and everyday life and of the way in which digital development affects modes of behaviour and cognition. The students practise applying analytical skills and theoretical knowledge to concrete activities. Theoretical courses are integrated with workshop courses and courses in digital media production. Creative solutions, curiosity and new methods take centre stage together with an awareness of history and of the demands of the present.

The programme provides several interfaces with working life, including work placements and a number of project courses involving cooperation with actors from wider society. The students specialise in semester 5, choosing courses in a subject of their choice, including courses at other higher education institutions, and through a degree project in semester 6

and the ability to...

- understand the possible implications of culture and information policy decisions
- produce, edit and publish images, audio and text in digital media
- optimise the online presence of an organisation, taking the user experience into account
- select and adapt online platforms and digital tools
- approach everyday phenomena from the perspective of cultural analysis
- observe phenomena of information technology from a cultural perspective
- monitor academic developments in the field and compile and communicate findings

Students acquire knowledge of...

- cultural and social perspectives of digital technologies
- communication and consumption patterns
- storytelling and the use of text as a tool
- aesthetic perspectives of digital environments
- the historical roots of digital cultures
- generation of ideas and presentation techniques
- culture and information policy
- spatial and material aspects of digital environments
- cultural analysis and competitive intelligence
- theory of science and research methods
- intellectual property rights, copyright and legislation
- project management, budgeting and group dynamics
- image, audio and web editing
- online publishing and network communication
- evaluation methods and models
- concept development and information design

Transferable skills

The BA in Digital Cultures is in the Humanities. Humanities students acquire a wide range of transferable skills in addition to those specific to their subject, such as the ability to

- work independently and systematically to meet a deadline
- start, pursue and complete projects involving independent problem-solving, large amounts of data, risk assessment and drawing conclusions
- explain complicated academic texts and research in a simple and concise manner
- adopt a critical approach and engage in discussion, argumentation, reflection and analysis
- quickly assimilate and review information with strong skills in source assessment and criticism
- write both scientific and popular science reports