



Det Kongelige Danske Kunstakademiske Skoler
for Arkitektur, Design og Konservering
Designskolen

Philip de Langes Allé 10 Tlf. 4170 1500
1435 København K Fax 4170 1515
Danmark info@kadk.dk

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Journalnr.:

Enhed: IVD

Init: EAF/AMH

Visual Design	Visual Identity and 3-D Object	BA
Semester plan	3. semester, blok 2	
Module type	Course plan	20 ECTS
Period	22. October 2018 – 25. January 2019	
Program director	Tine Kjølsen	
Module teacher	Elizabeth Ashley Fox-Jensen	
Educators	Thomas Binder	
Content	<p>In this course, the focus is on designing visual identity and packaging for a specific product. Divided into 3 projects:</p> <ol style="list-style-type: none">1. CONCEPT & BRAND: The visual identity and sub-branding2. PACKAGE: The sustainable functioning package3. DIGITAL BRAND: The brand or package digital experience element <p>The course includes lectures, workshops and studio visits, with the goal to give the student an understanding of visual identity and packaging.</p>	
Scope	<p>Along with an understanding and study of a visual narrative, 3-D objects, tactile materiality, sustainable awareness and digital experience methods. The course starts with an intro on how to approach and structure a project from start to finish. This includes how to write a project program, how to develop the project concept, how to sketch packaging concepts and how to create digital experiences around the concept. All along incorporating a strong conceptual approach and experimenting with a variety of methods.</p>	
Collaborators	Bang & Olufsen	
Requirements	<p>Students are expected to produce all required material for the project assignments, attend visualization workshops, preliminary written program (5 pp), final written report (10 pp) and final Behance digital portfolio project(s).</p>	
Intern censur	Tine Kjølsen, Andreas Emenius	