



## Programme: Graphic Communication Design

## Title: Type, Image and People

<p><b>Semester:</b> Autumn semester 2018</p> <p><b>Semester Theme: Type, Image and People</b></p>	<p><b>Period:</b> 3. September 2018 – 25. January 2019</p> <p><b>ECTS-points:</b> 30</p>
<p><b>Contents:</b></p> <p>The module focuses on developing the students' knowledge, skills and competencies within visual communication hereunder typography, visualization and co-design.</p> <p>The semester starts out with shorter projects on typographical layout and type design. These are followed by projects that focuses on exploring different approaches for creating visual universes. The students will be challenged to critically explore the nature of and the impact still images can have on our perception of the world.</p> <p>The final and main project of the semester has two parts. The first part is related to co-design and the second is related to info graphics.</p> <p>The project starts with the co-design part where the student is introduced to working with external partners on a larger complex theme within society. To sort out and satisfy information needs of the intended recipients, the student will explore various co-design approaches and work towards clear and efficient data visualizations.</p> <p>At the end of the first part, the students can choose to continue the project into the following part on information graphics within the same subject, or can choose to continue the information graphics part with a new subject. The students are introduced to digital prototyping in relation to information graphics.</p> <p>Throughout the semester the students will be working with both analogue and digital media. Critical reflections on literature as well as on one's own and the peers work is important part of the teaching.</p> <p>In parallel with the projects there is a study group for reading and discussing relevant literature. The student is expected to participate and contribute to the study group.</p>	<p><b>Learning Outcomes (Knowledge, skills and competences)</b></p> <p><b>Knowledge</b></p> <ul style="list-style-type: none"><li>- Advanced understanding of the influence of technology, material and history on typographical layout and type design.</li><li>- Ability to define the essence of the visual language within a form.</li><li>- Practical, artistic and theoretical knowledge of working with visual universes in context.</li><li>- Have a basic knowledge of potentials and challenges of collaborative research and design, based on first hand experiences and literature.</li></ul> <p><b>Skills</b></p> <ul style="list-style-type: none"><li>- Advanced skills in form making within type design and typographical layout.</li><li>- Be able to use relevant software for type design and typographical layout.</li><li>- Be able to identify, organize and translate the content of a message into visual form.</li><li>- Be able to write a program for at design project.</li><li>- Be able to present your final projects in an inviting and explanatory format.</li></ul> <p><b>Competences</b></p> <ul style="list-style-type: none"><li>- Competencies in developing, producing and using relevant visual tools and methods.</li><li>- Be able to conduct a relatively complex information design project.</li><li>- Be able to build empathic relations through dialogue tools and designerly ways of conducting ethnographic observation and interview.</li><li>- Be able to communicate and discuss his/her work with professionals and lay people.</li></ul>



<p>The semester includes seminars, lectures, group critiques, and individual tutorials.</p> <p><b>Courses:</b> Master cross-programme professionalisation course</p>	<ul style="list-style-type: none"><li>- Be able to initiate and conduct a project from an open brief to synthesized outcome.</li><li>- Be able to manage his/her time effectively and to meet deadlines.</li><li>- Be able to receive and give critique.</li></ul>
<p><b>Attendance requirements:</b> Full attendance and participation in all common activities is expected. This includes attending classmates oral examination. It is expected that the student is present for tutorials several times a week. The student should expect to spend at least 40 hour a week on the program.</p>	<p><b>Submission requirements:</b> There will be regular project deadlines, where the result will be assessed at presentations. The whole semester will be assessed at the final exam. The student is expected to bring all projects and relevant sketches to the exam since they all effect the final grade. Report: 5 pages related to the information graphics project. Duration of oral examination: 45 minutes.</p>
<p><b>Syllabus:</b> 300 pages of academic or professional literature Titles given in the semester plan.</p>	<p><b>Method of assessment:</b> Oral examination <b>Grading:</b> Danish 7-point grading scale <b>Censor:</b> Internal</p>