Programme: Graphic Communication Design

Title: Concept and Media

Semester: 2nd semester **Semester Theme:** Concept and Media / Identity	**Period**: : 4. February – 28. June 2019 **ECTS-points**: 30

Contents:	Learning Outcomes (Knowledge, skills and competences)
The semester begins with a project on moving images in relation to a broader theme. This is followed by a longer project divided into two parts. The first part is a research project concerning a broad philosophical understanding of a subject. The second part is a project on visual identity. The student can choose to design a visual identity based on the subject from the first part, or they can choose a new subject. During this project, the students will be introduced to a range of different topics and approaches, such as UX- design and anthropological and ethnographical ways of data collection. In the last part of the semester, the student will take on a self-formulated project. 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. The semester includes seminars, lectures, group critiques, and individual tutorials.	**Knowledge** - Understanding key aspects of visual communication, and with that its instruments and approaches in theory and practice. - Understanding the different visual effects in relation to media and communication channels. - Understand the concept of visual identity. - Understand the anatomy of a visual identity, difference between basic elements and implementation. **Skills** - Advanced skills in concept development as well as applying the relevant tools of the trade. - Be able to prototype design proposals of products, communication, services or environments relevant for practice. - Skills in crafting and presenting an engaging artistic and academic argument. - Be able to use relevant software for moving images. **Competences** - Expertise in researching, developing and designing a complex design project and how to implement it in different media.

Attendance requirements:	**Submission requirements:**
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.	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 self-formulated project. Oral examination for design students: 45 minutes, for architecture students: 30 minutes.
Syllabus: 400 pages of scholarly and artistic literature.	**Method of assessment:** Oral examination **Grading**: Danish 7-point grading scale **Censor**: Internal