



Programme: Graphic Communication Design

Title: Type & Image

Semester: 1	Period: 4 September 2023 – 26 January 2024 ECTS-points: 30
Contents: <p>The module Type & Image focuses on developing the students' knowledge, skills and competencies within visual communication including typography, visualization, system design, design research and data visualization.</p> <p>The semester contains projects introducing disciplines like art direction, type design, 3D modelling, moving images, design by coding and AR/VR/AI.</p> <p>The students will be challenged to critically explore the nature of and the impact moving and still images can have on our perception of the world.</p> <p>The students are introduced to the theory and praxis of design research, data visualization and digital prototyping in relation to data visualization.</p> <p>The students will participate in a one-week study trip together with students from 3rd semester.</p> <p>The students will be developing their skills in writing design specific programs and academic reports.</p> <p>Critical reflections on literature as well as on one's own and the peers' work is an important part of the teaching.</p>	Learning Outcomes (Knowledge, skills and competences): Knowledge <ul style="list-style-type: none">- Advanced understanding of the influence of technology, material and history on typography.- Ability to define the essence of the visual language within a form.- Understanding of the possibilities of working with design systems.- Practical, artistic and theoretical knowledge of working with visual expression in context.- Basic knowledge of potentials and challenges of design research, based on first-hand experiences and literature. Skills <ul style="list-style-type: none">- Advanced skills in type design.- Abilities in relevant software for type design.- Be able to identify, organize and translate the content of a message into communicating visual form.- Be able to write a program and a report for a design project, on an intermediate level.- Be able to present projects in a visually communicating format on an intermediate level.- Be able to use relevant software and apply technology for moving images on an intermediate level.- Be able to use relevant software and apply technology for 3D modelling on an intermediate level. Competencies <ul style="list-style-type: none">- Competencies in developing, producing and using relevant visual tools and methods.- Be able to conduct a data visualization design project of high complexity.- Be able to communicate and discuss own work with professionals and laypeople on an advanced level.
Teaching forms: <p>The semester includes seminars, lectures, group critiques and individual tutorials.</p>	



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	<p>- Be able to initiate and conduct a project from an open brief to a fully developed design proposal.</p>
<p>Attendance requirements: (write only requirements for activities for which attendance is a prerequisite for attending the oral examination)</p>	<p>Submission requirements:</p> <p>There will be regular project deadlines, where the results will be discussed at presentations. The whole semester will be assessed at the final exam. The student is expected to bring all projects and relevant process to the exam since they all effect the final grade.</p> <p>Report</p> <p>5 pages related to the data visualization project.</p>
<p>Syllabus:</p> <p>300 pages of scholarly and artistic literature on research, information gathering and visual identity. Titles given in the individual course descriptions.</p>	<p>Method of assessment: Oral examination, 45 minutes</p> <p>Grading: Danish 7-point grading scale</p> <p>Censor: Internal</p>