Programme: Graphic Communication Design　　**Title: Investigation & Identity**

Semester: 2	**Period**: 5 February – 27 June 2024 **ECTS-points**: 30
Contents: The 'Investigation' part of the module covers a broad philosophical investigation and understanding of a subject as well as an investigation into the student's role as a designer. The 'Identity' part of the module introduces visual identity on a broad scale. Any type of visual communication discipline is dealt with through the structure of visual identity. Gathering content and knowledge when designing visual identity is also part of the teaching. The students will be introduced to a range of different topics, approaches and ways of understanding and exercising visual identity. In the last part of the semester, the student will take on a self-formulated project. In parallel with the self-formulated project a study group for reading and discussing relevant literature takes place. The student is expected to participate and contribute to the study group. **Additional courses** Master cross-programme professionalization course.	**Learning Outcomes (Knowledge, skills and competences):** **Knowledge** - Understanding key aspects of visual communication, and with that its tools, methods and approaches in theory and practice on an advanced level. - Understanding different types and strategies for planning and executing visual and graphic communication in relation to media and communication channels on an advanced level. - Understand the anatomy of a visual identity; difference between basic elements and implementation on an advanced level. **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 artistic development, scientific research or practice on an advanced level. - Skills in crafting and presenting a convincing artistic and academic and professional argument on an advanced level. **Competences** - Expertise in researching, developing and designing a complex design project and how to implement it in different media. - Be able to independently plan and conduct research and investigation into a specific problem or topic on an advanced level.

Teaching forms:	
The semester includes seminars, lectures, group critiques, and individual tutorials.	
Attendance requirements: (write only requirements for activities for which attendance is a prerequisite for attending the oral examination)	**Submission requirements:** 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. **Report** 5 pages related to the self-formulated project.
Syllabus: 300 pages of self-chosen scholarly and artistic literature on research, information gathering and visual identity.	**Method of assessment:** Oral examination, 45 minutes **Grading:** Danish 7-point grading scale **Censor:** Internal