



## Programme: Graphic Communication Design

## Title: Positions. Explorations. Reflections.

<b>Semester:</b> 1	<b>Period:</b> September 2024 – January 2025 <b>ECTS-points:</b> 30
<b>Summary</b> <p>The semester focuses on developing an outset for each students' distinct positioning and agenda as a designer and master student within the field of visual communication design.</p> <b>Contents</b> <p>The semester begins with a course where the students investigate, uncover and communicate their personal agendas and possible positions/roles within the field.</p> <p>Through the lens of their personal agendas and positions the students explore relevant tools and technologies with which professional designers of the field work. Students do this through disciplines like design and code, interaction design, type design, 3D modelling, and moving images.</p> <p>The students will be challenged to critically explore the nature of designed interactions, moving and still images as well as visual representation of narratives, messages, and voices, while reflecting on the impact these can have on perception and behavior.</p> <p>The students are introduced to written reflections and argumentation as an integrated part of a design practice. Students will reflect on their experiences with, the exploration and application of, their personal positioning in relation to tools and technologies in the field.</p> <p>Critical reflections on literature as well as reflecting on one's own and peers' work and agendas are important parts of the teaching.</p> <p>The students will participate in a one-week study trip together with students from 3<sup>rd</sup> semester.</p>	<b>Learning Outcomes (Knowledge, skills and competences):</b> <b>Knowledge</b> <ul style="list-style-type: none"><li>- Intermediate understanding of the extent and complexity of the field.</li><li>- Intermediate ability to reflect on possibilities of taking a defined position within the field.</li><li>- Pre-advanced understanding of the influence of technology and tools on application.</li><li>- Practical, artistic and theoretical knowledge of working with visual expression on a pre-advanced level.</li><li>- Intermediate knowledge of the potentials and challenges of design research and artistic exploration, based on first-hand experiences and literature.</li></ul> <b>Skills</b> <ul style="list-style-type: none"><li>- Ability to investigate, identify, and explore personal positions and agendas within the field of Graphic Communication Design on an intermediate level.</li><li>- Ability to communicate reflections on one's positions, agendas and professional development on an intermediate level.</li><li>- Ability to use relevant software for type design, 3D modelling, moving images and interaction design on an intermediate level.</li></ul> <b>Competencies</b> <ul style="list-style-type: none"><li>- Intermediate ability to complete artistic investigations in smaller project.</li></ul>



# Det Kongelige Akademi

Arkitektur  
Design  
Konservering

	<ul style="list-style-type: none"><li>- Ability to communicate and discuss aesthetic and conceptual ideas of projects with peers, professionals and non-experts on an intermediate level.</li><li>- Ability to communicate and discuss own position within the professional field on an intermediate level.</li><li>- Ability to present projects and reflections in a visually convincing form on an intermediate level.</li></ul>
<b>Teaching forms:</b> The semester includes seminars, lectures, group discussions and critiques in plenum and individual guidance.	
<b>Attendance requirements:</b> (write only requirements for activities for which attendance is a prerequisite for attending the oral examination)	<b>Submission requirements:</b> 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 affect the final grade.  <b>Reflection on personal artistic and academic position</b> 3-5 pages related to exploration and application of personal positioning
<b>Syllabus:</b> 300 pages of relevant scholarly and artistic literature.	<b>Method of assessment:</b> Oral examination, 45 minutes <b>Grading:</b> Danish 7-point grading scale <b>Censor:</b> Internal