Programme: Graphic Communication Design

Title: Perception. Culture. Identity.

Semester: 2	**Period**: February – June 2025
	ECTS-points: 30

Summary

The semester explores the role of graphic communication design in knowledge and culture production and the responsibility and role of designers.

Contents

The students are introduced to principles of perception related to visuality and identity. Students will explore a range of different topics, approaches and ways of analyzing, investigating and designing visual aspects of identity and culture.

In the context of data visualization students examine and discuss how visual output – such as infographics – have the potential to make the invisible visible, the complex readable, and the abstract concrete. Theory and praxis of design research is also introduced.

In the last part of the semester, the student will take on a self-formulated project with high level of complexity and that addresses the role and/or position of the designer. Students will practice programme- and report writing as part of the 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

- Advanced understanding and reflections on key aspects of visual communication design.

- Pre-advanced ability to reflect on a subject area's knowledge, and be able to identify scientific, artistic and professional issues and potentials.

- Pre-advanced knowledge about rhetorics of data.

- Advanced understanding of how visual form can affect identification, identity and culture.

Skills

- Pre-advanced skills in analyzing and translating a dataset.

- Advanced skills in concept development as well as applying the relevant tools, materials, methods, and technologies of the field.

- Advanced skills in visualization of issues, potentials and design proposals.

- Skills in crafting and presenting a convincing artistic, academic and professional argument on an advanced level.

- Ability to write a programme for a self-formulated project on a pre-advanced level.

Competences

- Pre-advanced ability to identify scientific, artistic and professional issues and potentials

	- Ability to independently plan and conduct artistic and scientific research and investigation into a specific problem or topic on an advanced level.
	- Advanced ability to plan and complete a complex design project.
	- Reflecting on and communication of one's own design knowledge and professional role, and position on an advanced level.
Teaching forms: The semester includes lectures, seminars (e.g. about writing), group discussions and critiques in plenum and individual guidance.	
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 documentation to the exam since they all affect the final grade. **Report** 5 pages related to the self-formulated project of 2400 characters including spaces +/- 10%.
Syllabus: 150 pages of self-chosen scholarly and artistic literature and 150 specified literature covering data visualization, gathering and treatment of information as well as perception, visual culture and identity.	**Method of assessment:** Oral examination, 45 minutes **Grading:** Danish 7-point grading scale **Censor:** Internal