



Programme: Graphic Communication Design

Title: Expansion

Semester: 2	Period: February 2026 – June 2026 ECTS-points: 30
Primary objective: Students advance their professional agendas through critical inquiry and by connecting them to societal contexts and professional practice forms in the field of visual communication design. Framework of Studies Over the course of the semester, students expand and refine their agendas by relating them to briefs or frameworks informed by established methods and approaches within the field, as well as by investigating them through self-defined projects. Engaging with academic, scientific, and artistic research, studying how graphic communication design can influence and respond to societal, political, historical, and cultural topics, will strengthen the students' abilities to work with contexts and audiences both within and beyond the field. Artistic research into how visual communication can construct, sustain, or subvert narratives and meaning – i.e. calling hidden structures into question – is practiced through core visual approaches and principles from the field. This could include (but is not limited to): Translating complex information, evidence and observations into engaging visual formats; exploring the composition and/or creation of images and shapes as a means of investigating cultural resonance and meaning of text-based and non-	Learning Outcomes (Knowledge, skills and competences): Knowledge Students must demonstrate: - Advanced ability to reflect on learning from expanding and nuancing a defined position within the field. - Advanced knowledge about scientific research, artistic research, and design practice within the field of graphic communication design, as well as the ability to differentiate between them. - Advanced understanding and reflection on professional graphic communication design related issues. Skills - Advanced ability to develop research-driven visual concepts. - Advanced ability to develop, visualize and present design proposals and presenting the research behind. - Advanced skills in documenting and disseminating research-based knowledge and discussing professional issues and solution models.



text-based motifs and references; crafting dynamic and static interactions to uncover issues and potentials within exploratory experiences.

By engaging in both individual and shared exercises, students will strengthen their capacity to engage in collaboration and develop a nuanced understanding of their abilities to contribute professionally. Hence, students are trained in navigating work and development situations that are complex and unpredictable, and which require new solution models.

Through ongoing self-assessment, students will recognize and respond to their individual learning needs nuancing their possible professional positions in the field. Students practice formulating personalized learning objectives and revisiting them to track progress and adjust approaches. By engaging in critiques, discussions, and collaborative evaluations with focus on self-assessment students gain insights into their strengths and areas for growth.

Students practice outlining, planning, and completing investigations and creative development in medium-scale design projects. In every output, students are encouraged to refine their abilities in using visual techniques to present design proposals. They will develop their ability to communicate and critically reflect on their work – both visually and in writing – making diverse forms of argumentation an integral part of their design practice.

- Advanced ability to choose and utilize artistic and scientific methods, tools, materials and technologies related to professional design practice.
- Advanced ability to investigate, apply, reflect on, and adjust self-chosen positions and agendas within the field of graphic communication design.
- Ability to document and communicate reflections on one's positions, agendas and professional development orally and in writing on an advanced level.

Competencies

- Advanced ability to control work and development situations that are complex and unpredictable, and which require new solution models.
- Advanced ability to take independent responsibility for own professional development and specialisation as a designer.
- Advanced ability to independently initiate and complete individual and collaborative projects and demonstrate professional responsibility.



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Activities such as study- or field trips are organized to provide additional inspiration and perspective, connecting students with broader understandings and conversations about and within in the field.	
Teaching forms: The semester includes lectures, workshops, presentations, 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) Students are expected to participate in and contribute actively to all planned activities. The weekly workload is approximately 40-45 hours as defined by the ECTS standard.	Submission requirements: There will be regular project deadlines and presentations throughout the semester that must be met. The whole semester will be assessed at the final exam. The student is expected to bring all projects to the exam - to display fully developed design proposals and visualizations, including relevant documentation of the process Programme and report 2-page programme and 5-page report in relation to self-elected project. One standard page consists of 2400 characters, including spaces. +/- 10%
Syllabus: 150 pages of self-chosen scholarly and artistic literature and 150 specified literature.	Method of assessment: Oral examination, 45 minutes Grading: Danish 7-point grading scale Censor: Internal