

**The Danish School of Media and Journalism**  
**Bachelor in Media Production and Management**  
**Course description**  
**Spring, 4<sup>th</sup> semester 2020**

**Course: Media Production**

**ECTS: 10** (8 weeks)

**Outline**

The purpose of the Media Production course is to give the student the opportunity to specialize in one of the optional Media Production subjects within the various media platforms. Thus, there will be different tracks to choose from in this course.

Common to each elective is that there will be a practical hands-on approach where students will perform various exercises within their electives.

**Aims**

The specific aims and objectives for each elective is described in the related case-assignment chosen by the student.

**Learning outcome**

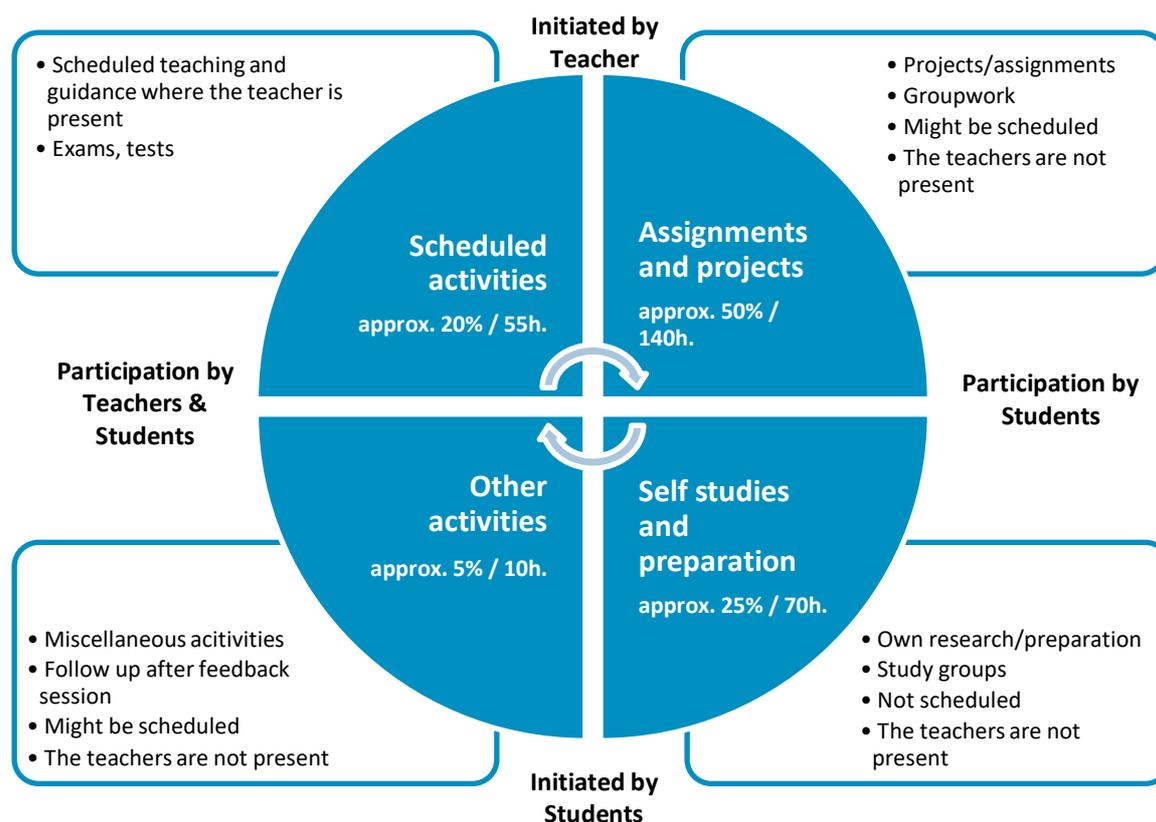
The intention for this course is to provide the student with a deep knowledge and specific practical skills within the field the student has chosen as a specialization. Common to all selectable elements is that they are based on theoretical knowledge, which is sought to be tested through practical exercises and case-assignments. The specific learning outcome for each elective is shown in the case-assignment that the student choose.

**Methods**

This course is organized with the intention that the students choose a subject track. Hereafter, they work independently in their groups. There will be lectures and teaching within each track and subsequent guidance while the students are working on their group project. Depended on the track chosen, there will be some guided workshops too.

By the end of the course, students submit a report with their results and analyzes.

## Student Activity Model



### Attendance and Participation

Attendance is required on all scheduled lesson days and you must participate actively in the group work.

### Grading

Grading is based on individual or group assignments, using the ECTS scale with an internal examiner. For group projects, the specific contribution of each group member must be clearly noted.

ECTS: 10

## LITERATURE (to be purchased)

For those students who choose to specialize in *Brand Colors and Print Production* the following literature will be used

(for the second part of this track)

Ryberg, R., Johansson, K. and Lundberg, P. (2011) ***A Guide to Graphic Print Production***  
ISBN13: 9780470907924 (This book is also available in Danish as *Grafisk Kogebog*)

Supplemented with free literature as pdf or url-links:

Pedersen, Michael Abildgaard (2016) ***Why most Brand Manuals fail when it comes to defining Brand Colors. And how to determine acceptable Color Deviations for specific Brand Color.*** Proceedings of the 43rd International Iarigai Conference in Toronto, Canada 2016. *Advances in Printing and Media Technology*, Vol. XLIII(III) – 4: Design, p.91–100. ISBN 978-3-9870704-2-6, ISSN 2409-4021

Pedersen, Michael Abildgaard (2018) ***Reality Check: What to expect when buying different print products for a campaign. – Brand Color reproduction across print substrates and technologies.*** Proceedings of the 45th International Iarigai Conference in Warsaw, Poland, October 2018. *Advances in Printing and Media Technology*, Vol. XLV(V) – 2: MEDIA AND GRAPHIC II: Graphic Design, p.27–35

Heidelberger Druckmaschinen AG (2008) *Expert Guide Color & Quality*  
[https://issuu.com/wpc-cr/docs/-expert\\_guide\\_color](https://issuu.com/wpc-cr/docs/-expert_guide_color)

Fred Bunting (1998) *The COLOR SHOP Color Primer An Introduction to the History of Color, Color Theory, and Color Measurement.* Light Source Computer Images, Inc. An X-Rite Company  
<https://cs.uns.edu.ar/cg/clasespdf/ColorPrimer.pdf>

Eiseman, L. (2002). *Pantone guide to communicating with color.* Cincinnati, Ohio: North Light Books.  
9 pages: p. 6-12 + 62-63

For those students who choose to specialize in other subjects the literature will be available as free online links.