

**Danish School of Media and Journalism**  
**VK - Photographic Communication**  
**Course Description**  
**Spring 2023**

**4<sup>th</sup> Semester**

**Editorial Photography**

**ECTS: 10**

**Aim**

The course will qualify students to work with the commercial and staged photography in editorials, as well as to be able to communicate photographically in still and moving images on the relevant media platforms. The student will acquire elementary theoretical and practical knowledge of editorial work, and be able to receive and give a brief, acquire an insight into editorial tradition, aesthetically and practical, and be able to utilize this insight creatively in the process – and, ultimately, be able to manage the cross-functional set that lies behind the final product.

**Pedagogical and didactical approach:**

The student learns to link theoretical reflection with actions in practice, as well as to reflect on and apply relevant theory and knowledge. This is done in order to be able to justify and qualify one's actions in professional practice. The learning activities are based on the following fundamental Reflective Practice-based Learning principles:

Grundprincip 1: The students' own experiences are incorporated into teaching and learning activities

Grundprincip 2: Teaching and learning activities designed to include appropriate disturbances

Grundprincip 3: Teaching and learning activities are organised as exploration

Grundprincip 6: Lecturers and students create room for dialogue dialog

**Learning outcomes:**

The students will obtain the following during the course:

Knowledge and understanding:

- analyze the market and competitors

Skills:

- work with research
- work with location, styling and storytelling
- work as editors
- work with touchpoint

Competences:

- create their own magazine

- formulate and argue insights

### **Methods**

Lectures, class instruction, workshops, group work, observation, reflection, and problem solving with visual, oral, and written presentations.

### **Tools**

Research tools, editorial meetings, supervision, feedback, mood board, brief.

### **Literature**

Vosocky O'grady, J., "A Designer's Research Manual" Rockport, Publishers Inc (2017)  
Rose, Gilliam: Visual Methodologies, 4<sup>th</sup> edition, Sage Publication Ltd (2016)

### **Learning objectives**

On completion of the course, students will have an understanding of, and insight into, and acquired abilities in:

- Concept development of a magazine of choice, including definition of magazine's genre, content, style and tone, and with an outset in tried and tested insights into the target group.
- Planning and pre-production of stories in the subjects: fashion, food, and lifestyle, and the illuminative entertaining article so that it matches the target group's needs and desires.
- Planning/pre-production of a single series, putting together a team, and detailed planning of location shoots, with models, equipment, stylist and timing.
- Production and processing/editing, selection, finishing and delivery of final product, including fundamental insight into typographical communication and rhythm in the serial structure of visual narrative.

### **Attendance:**

The learning system *Itslearning* lists the learning and teaching activities for which physical attendance is compulsory (Marked, MP).

### **Compulsory attendance:**

The prerequisites for taking the exam are,

- all compulsory assignments are completed and handed in
- full participation in the course as well as in group work and supervision.

### **Remedial options:**

In the case of a legal absence a substitute assignment will be presented to the student.

Substitute assignments: absences from classes and learning activities may be replaced by one or more assignments if the lecturer deems it possible. If the student's absence from teaching and learning activities is deemed excessive in relation to the content and learning objectives of the course, the course must be retaken in the following term.

### **Examination:**

Assessed by 7-point scale and external grading.

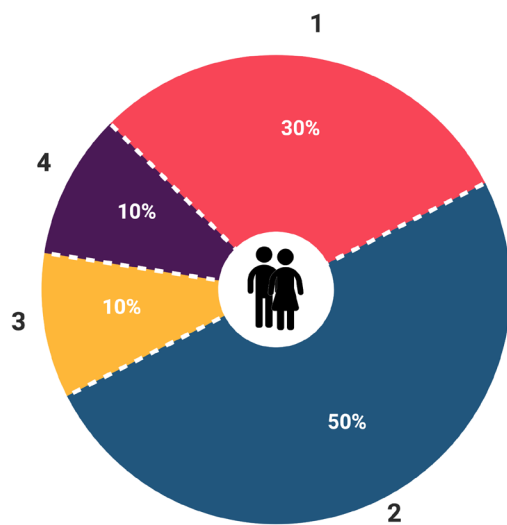
The course ends with a group (no more than 4 students) or individual oral examination lasting 30 minutes, voting included, for individual examinations + 10 minutes per additional student for group examinations. Examination is based on the final project and graded using the ECTS scale with an external examiner.

ECTS: 10

#### The Study Activity Model

### Editorial Photography

10 ECTS points  
6 weeks



DMJX

#### Category 1

The lecturer has primary responsibility for the study activities, and the students have co-responsibility through their preparation and participation. Participation by students and one or more lecturers.

#### Category 2

The lecturer has primary responsibility for defining the learning activities, and the students have primary responsibility for taking an active part in the planned study activities. Participation by students only.

#### Category 3

Students have primary responsibility for the study activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students only.

#### Category 4

Students have primary responsibility for the learning activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students and one or more lecturers.

Godkendt/NN – januar 2023