

Danish School of Media and Journalism
VK - Photographic Communication
Course Description
Spring 2016

4th Semester

Visual identity – photography and film

ECTS: 5

Aim

The course will qualify students to collaborate with other creative disciplines on the development of a strategic branding platform and associated photographic tools for a potential customer or enterprise. This platform must be executed with a visual identity that with an outset in photography and moving images authentically captures, describes and illustrates the enterprise's core products and services. Furthermore, students will be able to work innovatively in the field with the photographic medium's communicative strength in the use of stills as moving images.

Qualities

Openness, curiosity, willingness to learn and undertake research, analytical ability, collaboration, diligence and empathy.

Methods

Lectures, guidance, supervision, group work, observation, reflection, visual, oral, and written presentation, and argumentation.

Tools

Mood boards, observation exercises, research tools, analysis of competitors, market, customers, and written, and oral presentation, and feedback.

Literature

"Photography, The Key Concepts", Bate, D., Bloomsbury Academic (2009)

"Den autentiske virksomhed", Stagis, N., Gyldendal Business (2012)

"Analyse af billedmedier – det digitale perspektiv", Rose, Gitte og Christiansen, H.C.

Learning objectives

On completion of the course, students will understand and have gained insight into, and knowledge of the following:

- Research and development of visual identity including mood boards.
- Potential for photographic design and application of visual identity in cooperation with the digital disciplines.

Be able to:

- Convert communication strategies into concrete, visual communication solutions in photography and moving images.
- Make customer presentations.

Attendance/Participation

Attendance is compulsory in all programmed classes. Participation is compulsory in exercises, group work, group feedback and follow ups.

Examination

The course is assessed pass/fail with internal examiner. The course concludes with a combined assignment. In order to gain a pass, course assignments must have been duly submitted and approved, the final assignment must have been passed, and students must have been active and fulfilled the requirements on attendance and participation in meetings and instruction. See the section on meeting and participation obligations.

Study activity:

