

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

4th Semester

Communication theory and photographic communication project

ECTS: 5

Aim

The course will qualify students to work with theory in communications, marketing, and user scenarios.

Students will apply theory, method and practice to develop a communication concept and associated design products that demonstrate the ability of the student to compose and narrate through the photograph and moving images.

The student is trained to analyze an issue and make strategic choices in relation to the market, positioning, message, target group, sender, and user scenario, and to justify these choices and the communication solution. The aim of the project is that the student gains experience in identifying, conceiving, describing, arranging, and developing creative communication solutions in photography and moving images that remedy concrete issues.

Qualities

Diligence, collaboration, willingness to learn and undertake research, openness, curiosity, analytical ability, imagination, ability to plan, and creativity.

Methods

The course is a combination of lectures, class teaching, group work, and self-study.

Assignments are undertaken in groups. During the course, emphasis is placed on analysis and reflection, and on feedback on the products and processes of oneself and of others.

The 2nd year examination is a communication report and product, individually developed on the basis of an assignment conceived by the school.

Tools

Communication theories, studies in user behaviour, research, oral and written argumentation, and presentation techniques.

Literature

"Debattørens forråds-kammer", Jørgensen, C. og Kock, C, Retorik Studier 10 (1995)

"Forudsætning for forståelse", Bukdahl, J., p. 89-99 in "hvad går vi ud fra", red. Harder, P. og Poulsen, A., Gyldendal 1980

Learning objectives:

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

- Creative and design processes from initial problem to final solution

Be able to:

- Prepare a communication plan and creative brief for a given issue in visual communication, with a specific outset in a context around interactive design and motion graphic design.
- Prepare concrete proposals that remedy an identified problem and meet the creative brief
- Visualise and present their proposals

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:

