

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

4th Semester

Innovation, design research and method

ECTS: 5

Aim

Students will know, understand, and apply the methods and principles that make it possible to work innovatively with visual products with an outset in design research. Students will gain experience in identifying, conceiving, describing, arranging and developing creative products in photography and moving images that remedy concrete issues.

Qualities

Diligence, willingness to collaborate, to learn, and to undertake research, openness, curiosity, imagination, planning ability, and creativity.

Methods

The course is a combination of lectures, group teaching, and self-study. Assignments are undertaken in groups. Emphasis is placed on analysis, reflection, and feedback on the products and process of oneself and of others.

Tools

Anthropological method, innovation, technological understanding, user behaviour, oral and written argumentation, and presentation techniques.

Learning objectives:

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

- How design research is undertaken and how the collected results are applied in the subsequent innovation and design process
- Coupling of anthropological method with student's existing knowledge of visual communication
- Design process from initial problem to final solution

Will be able to:

- Arrange, apply, and implement the results of design research
- Work structurally and goal oriented with innovation
- Work with new innovative methods, and be inspired by the skills of others
- Work out concrete proposals that remedy an identified problem
- Visualize and present their proposed solutions

Literature

Books:

Excerpt from "Design Research Through Practice" (2011), Ilpo Kalevi Koskinen, Elsevier

Science & Technology

"A Designer's Research Manual" (2009), Jennifer + Kenketh Visocky O'Grady, Rockport Publishers Inc.

"101 Design Methods: A Structured Approach for Driving Innovation in Your Organization" (2012), Vijay Kumar, Wiley

"Designing Pleasurable Products", Jordan, P., Taylor & Francis (2000)

"Game Changers", Olins, W., printed from wolffolins.com (2012)

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 participation in meetings and instruction. See the section on meeting and participation obligations.

Study activity:

