

**Danish School of Media and Journalism**  
**Visual Communication – course: Interactive Design**  
**Course Description**  
**Spring 2020**

**4. Semester (International)**

**Course: Dynamic Identity**

**ECTS: 5**

**Aim**

The course will provide students with insights into principles, methods, and tools associated with the development of dynamic visual identities encapsulated in interactive digital design systems. Both historical, cultural and technological backgrounds of dynamic identities will be investigated and critically discussed, with the aim of providing students with a broad holistic understanding of the topic. Students will merge their existing skills and knowledge about visual communication with methods and practices associated with programming.

Module's central subject elements are:

- Branding
- Corporate Storytelling
- Design Concepts
- Visual Identities
- Design Systems

Students will:

- Work with branding in a visual communication context
- Use research methods to obtain insights about a client's products, services, and their corporate communication with their surroundings
- Translate their research to a design concept from which a dynamic visual identity is derived
- Argue orally for their process and design choices
- Argue in writing for their chosen communication strategy

**Attributes**

Work discipline, willingness to cooperate, learning desire, openness, curiosity, willingness to research, imagination, planning ability.

**Methods**

The course is a combination of lectures, group work, teach-back, self-study, solving exercises and assignments. Tasks and exercises are solved individually or in groups. In the process, emphasis is placed on analysis and reflection and feedback on own and others' products and process.

**Tools**

Branding and communication theory, research methods, idea generation technique, moodboards, programming, prototyping, oral argumentation, presentation technique.

### **Course goals**

After the course, students will have insights into and knowledge of:

- Branding in a historical and contemporary perspective
- Summarizing research findings into a design concept
- The use of a design concept as a starting point for a dynamic identity
- Overview of content and scope of a dynamic identity
- The aesthetic and communicative potential of a dynamic identity
- Design systems as a way to manage a dynamic identity
- Various logical, systematical, mathematical and programmatical mechanisms that drive a dynamic identity

After the course, students will be able to:

- Use different methods to convert a design concept into a dynamic identity
- Use computational principles to make an identity dynamic
- Design, execute and present a dynamic identity on a variety of analog and digital media
- Argue orally and in writing for the connection between the content of a design concept and the design of the associated dynamic identity

### **Teaching Resources**

- "Dynamic Identities" (2<sup>nd</sup> Edition, 2013), Irene van Nes, BIS Publishers
- "Dynamic Identities in Cultural and Public Contexts" (2010), Ulrike Felsing, Lars Müller Publishers
- "Brandbook" (2011), Per Møllerup, Lindhardt & Ringhof
- "Designing Brand Identity" (2012), Alina Wheeler, Wiley, 4th Edition

### **Attendance at meetings and class**

Attendance is required for all scheduled teaching hours. Active participation is mandatory in exercises, assignments, group work, and peer feedback sessions.

### **Examination**

The course is assessed pass/fail using internal censorship. In order to pass, all course assignments must be submitted and approved in a timely manner, the final assignment passed, and the student must have been active and met the requirements for meeting and compulsory attendance.

## Study Activity Model

