

**Danish School of Media and Journalism**  
**Interactive Design**  
**Course description**  
**Spring semester 2022**  
**Dynamic Identity**  
**4th semester**

**Number of ECTS Credits:** X ECTS

**Aims:**

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.

**Pedagogical and didactic approaches:**

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.

**Working methods:**

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

**Learning outcomes:**

The students will obtain the following during the course:

Knowledge and understanding:

- 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

Skills:

- 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

Competences:

- Independently design dynamic identities based on a given design concept

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- work with design systems as a component in brand development
- argue for quality in design solution and criteria for design choices

## Literature (hand out):

excerpts from:

- Nes, I.V. (2013) "Dynamic Identities" 2nd Edition. BIS Publishers
- Felsing, U. (2010) "Dynamic Identities in Cultural and Public Contexts". Lars Müller Publishers
- Mollerup, P. (2011) "Brandbook". Lindhardt & Ringhof
- Wheeler, A. (2012) "Designing Brand Identity" 4th Edition. Wiley

## Literature (available online):

## Attendance:

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

## Exam/Grading:

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:

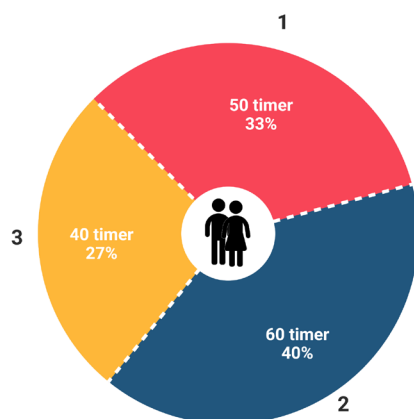
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### Studieaktivitetsmodellen

#### Dynamisk identitet

150 timer i alt  
5 ECTS points



#### Kategori 1

Undervisere har hovedansvaret for studieaktiviteterne, og studerende har et medansvar gennem forberedelse og deltagelse. Både studerende og undervisere deltager.

Undervisning  
Præsentation af  
øvelser/opgaver  
Vejledning  
Eksamen

#### Kategori 2

Undervisere har hovedansvaret for rammesætning af læringsaktiviteterne, og studerende har hovedansvar for aktiv deltagelse i de tilrettelagte studieaktiviteter. Kun studerende deltager.

Arbejde med opgave enkeltvis og i grupper

#### Kategori 3

Studerende har hovedansvaret for studieaktiviteterne, og undervisere har medansvar for at rammerne er til stede. Kun studerende deltager.

Læsning af teori og anden vidensopsamling

#### Kategori 4

Studerende har hovedansvaret for læringsaktiviteterne, og undervisere har medansvar for at rammerne er til stede. Både studerende og undervisere deltager.

Godkendt / NN Januar 2022