

Danish School of Media and Journalism
VC Graphic Design
Course description
Spring 2020

4rd semester

Creative Code

Duration: 3 weeks (5 ECTS)

Course objectives

The student will obtain a basic understanding of programming and the associated programmatic principles. Through hands on engagement with code as a creative medium, the student will explore how programming can extend visual/graphic ideas into self-contained interactive (semi-)autonomous design systems capable of producing multiple variants of an original visual/graphic form.

Learning goals

After completing the course, the student will have insight and knowledge of:

- How programming has historically been applied within the field of graphic design.
- How programming – specifically the recent phenomenon of *Creative Coding* – impacts the trajectory of how graphic design evolves as a design practice.
- How programming can supplement their pre-existing graphic design skills.
- How programming will affect and alter the fundamental professional skills required in their future line of work.
- How programming relates to the aesthetic quality of a graphic design product and vice versa.

be able to

- Conceive, describe, plan and implement self-contained design systems capable of producing visual output.

Tools

The main software used in the course is Processing (<https://processing.org>).

Attributes

Creativity, ability to work with math and logic, sense of order, structured thinking, ability to independently seek solutions to identified problems.

Methods

The course is a combination of lectures, live coding sessions, group tuition, group work, self-study, tutorials and executing assignments. Assignments and projects are worked on individually or in groups. During the course, importance is placed on analysis and reflection on feedback on the student's own as well as other students' products and process.

Literature:

- Reas, C. & Fry, B. (2015) Getting Started With Processing (2nd Edition), Maker Media Inc
- Shiffman, D. (2015), Learning Processing (2nd Edition), Morgan Kaufmann
- Gerstner, Karl (2007), Designing Programmes, Lars Müller Publishers
- Armstrong, Helen (ed.) (2016), Digital Design Theory, Princeton Architectural Press
- Shiffman, D. (online), The Nature Of Code, Self-published, accessible via <http://www.natureofcode.com>
- supported by a compendium of excerpts collected from online resources, papers, books and presentations

Compulsory attendance/compulsory participation

All scheduled lessons require compulsory attendance. Assignments, group work, and assignment reviews require compulsory participation. All set assignments must be handed in.

Exam form

The course is assessed as passed/failed. In order to pass the course, all assignments must be punctually handed in and approved, the concluding project must be passed and the student must have been active and have fulfilled the requirements for attendance and participation.

Study activity model:

