

**Danish School of Media and Journalism**  
**VC Graphic Design**  
**Course description**  
**Spring 2017**

**4th semester**

**Visual Identity/Design**

**Duration: 5 weeks (10 erts)**

**Course objectives**

The student can handle design processes related to identity and branding issues. The course is supplemented with topics such as prepress/press, technology, completion, providing of expertise and business understanding.

The student will know and understand how to translate a verbal branding strategy into a visual identity, that enhances the perception of the brand. The student will be able to develop a complex, but still coherent, design programme with many design parameters applied to many different devices and media.

**Core subjects:**

- analysis of existing brand, environment and stakeholders
- debriefing, insights and brand strategy
- concept- and idea development
- visual basic elements – design development
- application and implementation across many devices and media
- 'new paradigm' – dynamic visual identity and adaptive / responsive systems

**The students will:**

- generate many sketches and extract the best suited solution for the given context
- use operational branding models, tools for idea generation and systematic methods to solve complex design problems.
- develop an original visual concept defined by core graphic design elements
- pitch and argue for a proposal

**Learning goals**

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

- practical experience with handling a long, multidisciplinary design process
- maintain visual consistency throughout a concept
- ensuring that a concept is comprehensible, so subsequent design products stay on-brand

**Tools**

Analysis, Branding, Illustrator, Photoshop and InDesign

**Attributes**

Empathy and perception skills. Understanding of customer needs and behavior. Overview. Strong analytical and strategic thinking. Originality. Visual communication skills.

**Methods**

The course is a combination of lectures, group tuition, group work, self-study, tutorials and executing assignments. Assignments and projects are worked on individually. 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**

Wheeler, A.: Designing Brand Identity, 4th ed. John Wiley & Sons, Inc., 2013.

Mollerup, P.: Marks of Excellence, Phaidon Press Limited, 2001

Nes, I. van: Dynamic Identities, BIS, 2012

Online tutorials: Lynda.com

Hartelius, AM: Compendium, DMJX 2017

**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**

30-minute oral exam incl. voting (+10 minutes per. person in case of group exams, max. 4 people pr group) on the basis of an individual, written delivered assignment in which the students must demonstrate their capability to independently perform tasks in graphic concept and visual identity. An overall assessment on the 7-point scale with internal examiner and external censor.

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:

