

Danish School of Media and Journalism
VC Graphic Design
Course description
Spring 2019

4th semester

Visual Identity/Documentation

Duration: 3 weeks (5 ECTS)

Course objectives

To be able to develop guidelines for the use of design programs documented in online design manuals and -guides. The course is supplemented with topics such as prepress/press, technology, completion, paper- and color handling.

The student will know and understand the principles and best practices of how to assure compliance in all material within a Visual Identity. The students will be trained in the production of user friendly documentation so that colleagues and external design bureaus can produce material that is on brand.

The students will:

- Prepare guidelines, templates and policies
- Organize content of design guides
- Test consistency and efficiency in the user experience interface of a design guide
- Use the correct technical specifications and terms
- Know about automatic programmed generators for Visual Identity elements

Learning goals

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

- Visual identity guidelines – usability and organization
- Technical writing – terms, standards and best practice
- Feasibility – assurance that the guidelines are executable and not too complex to follow

Tools

Adobe Illustrator, Photoshop and InDesign.

Attributes

Empathy. Understanding of user needs and behavior. Knowledge of branding and research-methods.

Methods

Based on case studies, the course is a combination of lectures, 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

Business-cases from corporations and organizations (in Danish and English).

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:

