

Danish School of Media and Journalism  
Visual Communication - Creative Communication  
Subject description  
Spring 2023

#### **4th semester**

#### **Integrated Communication and Project**

Duration: 6 weeks (15 ECTS)

#### **Objective**

The students will work on strategic and creative issues through the development of integrated creative communication. In this course, the students learn to compose messages and media choices into original and relevant communication activities. The students work with nuanced communication solutions in different media. The students are trained in analysing problems and make strategic choices in relation to the market, message, target groups and sender, and to argue for the choices and the communication solution.

The result is integrated, creative communication tasks in which the students demonstrate competences in solving tasks in concept development and modern integrated communication.

The students learn the nuances of communicating through different media. The students are trained to analyse a problem and make strategic choices in relation to the market, positioning, message, target groups and sender, and to present argumentation for choices and communication solutions.

#### **Pedagogical and didactical approach:**

The students learn to link theoretical reflection with actions in practice, as well as to reflect on and apply relevant theory and knowledge. This is done to be able to assess and qualify one's actions in a professional practice. The learning activities are based on the following fundamental Reflective Practice-based Learning principles:

No. 2: Teaching and learning activities designed to include appropriate disturbances

No. 3: Teaching and learning activities are organized as exploration

No. 4: The content of teaching and learning activities is based on the good example

## No. 6: Lecturers and students create room for dialogue

The programme is structured in a combination of self-study, theoretical discussions, lectures, and group work. Both mandatory and voluntary oral feedback is given to students on assignments. Assignments are solved in groups and presented to the class where lecturers – external and staff – and the students give oral feedback. This is then reflected upon on an individual basis.

### **Learning outcomes**

Students should gain knowledge of:

- positioning, audience analysis and selection, creative media planning and creative strategy
- methods for developing ideas and concepts for cross-media campaigns

Students gain skills in:

- work in a structured way with target groups, brand values, media selection and strategy
- develop communications with consistent art direction and tone of voice

Students will acquire skills in:

- solving complex communication problems
- developing overall advertising concepts and strategies
- work in a structured way with target groups, brand values, media selection and strategy
- formulate creative briefs based on their own research
- develop ideas for specific design and communication problems executed as integrated campaigns in multiple relevant media.

### **Tools:**

Analysis, problem definition, idea generation, and creative brief.

### **Learning Resources:**

Literature - provided:

Anderson, Chris (2006). The Long Tail, pp. 15-26. Random House

Buch-Madsen, Kim et al. (2017). Marketingmodeller, pp. 103-7. Samfundslitteratur.

Fanth, Jacob & Gaarde Andreassen, My (Ed.). (2018) Professionel Kommunikation. pp. 156-168. Samfundslitteratur.  
Guiraud, Pierre (1975). Semiologi, pp. 11-20. Carit Andersens Forlag & Finn Suensons Forlag.  
Hestbæk Andersen, Thomas & Smedegaard, Flemming (2012). Diamanten – en model til kommunikationsplanlægning, pp. 11-20. Samfundslitteratur.  
Linaa Jensen, Jakob & Tække, Jesper. (2018). Sociale Medier, pp. 62-70. Samfundslitteratur.  
Sandvik, Kjetil. (2018). Tværmedial Kommunikation, pp. 59-66. Samfundslitteratur.

Material in the form of slides from the course lectures with relevant theories

**Mandatory attendance/participation:**

Attendance is compulsory for all scheduled classes. Participation is compulsory in exercises, group work, tutorials, joint feedback, and summaries.

**Preconditions for the exam:**

Meeting the exam prerequisites is a requirement for the student to participate in the course exam. Examination prerequisites may include attendance, participation, group work, assignments, papers, presentations, etc. Failure to meet an examination prerequisite will result in the student failing an examination attempt.

**Mandatory attendance:**

Attendance is mandatory for the course. The learning system itslearning indicates the learning and teaching activities for which physical attendance is mandatory (MP).

**Compulsory participation:**

Participation is compulsory in group work and feedback.

**Remedial options:**

In case of legal absence, remediation applies.

**Substitute assignments:**

Absences from teaching and learning activities may be replaced by one or more assignments if the teacher deems it possible. If the student's absence from teaching and learning activities is deemed excessive in relation to the content and learning objectives of the course, the course must be rescheduled.

## Examination:

Assessed by 7-point scale and external censor.

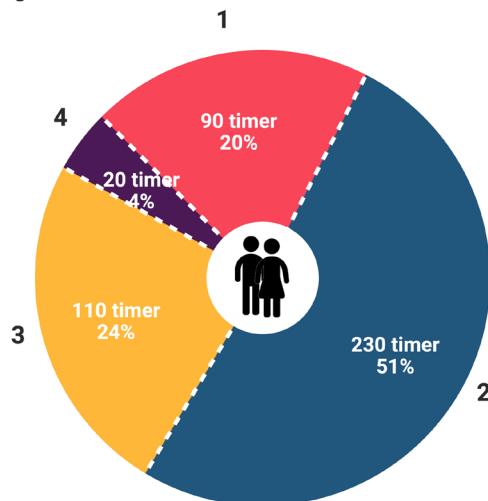
Examination format: The course ends with a creative solution and a report, in which the student documents his/her competences to independently analyze, assess, document, and solve communication problems. 30 minutes oral examination; voting included (+10 min for 2-person group examination).

Students are assessed individually. The assessment reflects an overall evaluation of the creative solution, the academic argumentation, and the oral presentation.

### Studieaktivitetsmodellen

#### Integrated Communication and Project

450 timer i alt  
15 ECTS points  
10 uger



#### Kategori 1

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

Forelæsninger, øvelser, opgaver, feedback

#### Kategori 2

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

Projekter

#### Kategori 3

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

Eksamensopgave

#### Kategori 4

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

Vidensgøing og inspiration

Godkendt/NN - 2023