

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

4th semester

Visual Identity/Design

Duration: 5 weeks (10 ECTS)

Course objectives

The student will learn the design process related to conceive a visual brand identity. The course is supplemented with expertise in strategic 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 an appropriate 'toolbox' of design parameters applied to a multitude of 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 devices and media.
- 'New paradigm' – dynamic visual identity and adaptive/responsive designsystems.

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 in handling a multidisciplinary design process
- Maintain visual consistency throughout a design concept.
- Ensuring that a design manual is comprehensible, ensuring that subsequent design products remain on-brand.

Tools

Adobe 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.
Olins, W.: *Corporate Identity*, Thames & Hudson, 1994
Klanten, R. & Sinofzik, A.: *Visual Identities for Small Business*, Gestalten, 2012
Hanington, B. & Martin, B.: *Universal Methods of Design*, Rockport, 2012
Johnson, M.: *Branding in 5 1/2 steps*, Phaidon Press, 2002.
Møller, A.M.: *Fra Ord til Form*, Report, DMJX, 2017.
Møllerup, P. : *Marks of Excellence*, Phaidon Press Limited, 2001
Nes, I. van: *Dynamic Identities*, BIS, 2012
Online tutorials: Lynda.com

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:

