

Danish School of Media and Journalism
Visual Communication – all courses
Course Description
Spring 2020

4. Semester (International)

Course: Co-creation

ECTS: 5

Aim

The student should understand and be able to use theory, related methods, activities and principles related to co-creation and co-design in various contexts. The student should gain knowledge about elements that is part of building network-based structures like crowds. In the course, the student is required to relate to topics like business strategy, positioning, product development, price/value and practical usage of co-creation methods.

Module's central subject elements are:

- Co-creation methods and design process
- Network based business models
- Facilitation
- Field study

Students will:

- Understand theory and concepts related to co-creation in a business perspective
- Experiment with the use of co-creation methods in business development.
- Practice empathic design methods to understand and include users and stakeholders

Attributes

Willingness to learn, openness, experimentation.

Methods

The course is a combination of lectures, team teaching, group work, self-study, solving exercises and assignments. Tasks and exercises are solved in groups. In the process, emphasis is placed on analysis and reflection and feedback on own and others' products and process.

Tools

Analyzing techniques, idea generation, sketching design variations and suggestions, feedback techniques, field study

Course goals

After the course, students will have insights into, and knowledge of:

- Co-creation as a strategic component in business development
- Effective use of empathic design methods to uncover needs
- Relevant concepts and models related to user centered design

After the course, students will be able to:

- Design a business plan and use it as a communication tool
- Use knowledge in co-creation to establish partnerships

- Understand co-creations role in combination with other methods related to business development
- Argue for design and methods used in the design process

Teaching Resources

Pdf-files:

- “Business ecosystems coming of age” (Deloitte University Press)
- “Cocreation for impact. Tackle wicked multistakeholder problems” (Dr. Stine Degnegaard & William Eggers, The Deloitte Center for Government Insights)

Book:

- “Ledelse og organisation. Forandringer og udfordringer”: Kapitel: Co-creation. Virksomhedens nye strategiske potentiale af Rex Degnegaard (Mette Elting, Sverri Hammer)
- “The 7 principles of complete co-creation” (Stefanie Jansen and Maarten K Piers)

Attendance at meetings and class

Attendance is required for all scheduled teaching hours. Active participation is mandatory in exercises, assignments, group work, and peer feedback sessions.

Examination

The course is assessed pass/fail using internal censorship. In order to pass, all course assignments must be submitted and approved in a timely manner, the final assignment passed, and the student must have been active and met the requirements for meeting and compulsory attendance.

Study Activity Model

