Danish School of Media and Journalism
Visual Communication – Interactive Design
Course description
Spring semester 2024
Applied Interactive Design
4. semester

Number of ECTS Credits: 25 ECTS

Aims:
The course consists of four underlying modules:

Dynamic Identity
The course will give the student insight into principles, methods and tools related to the development of a visual identity and its dynamic potential as encapsulated in a design system. The student will link established knowledge of visual communication with methods and practices of development of design systems and develop their own design tools for use in dynamic media.

Motion Graphics Design
The course will provide the student with an insight into the methods and technologies associated with the development of motion graphic design, including sound, light, moving images and animation. The student will also develop their own practice to solve design and communication problems using software and technology to produce motion graphic design. The student will understand and incorporate motion into design and communication solutions.

Game Design and Virtual Worlds
This course will provide students with an understanding of the methods and technologies associated with the development of interactive and virtual environments, including game logic and mechanics and level design. Based on a concrete communication need, the student will link established knowledge of visual communication with methods and practices in the development of virtual, interactive environments.

Visualizing Data
The student should have insight into the methods, principles and tools that together make it possible to work with graphic design and dynamic presentation of information or data material. The student should be able to analyze raw material and translate it into informative, identity and elements in a linear or dynamic process. The student should be able to justify design choices based on research carried out.

Pedagogical and didactic approaches:
The student learns to link theoretical reflection with actions in practice, and to reflect and incorporate relevant theory and knowledge. This is done in order to be able to justify and qualify one's actions in practice. The learning activities in this programme are primarily based on the following basic principles:

Principle 1: The student's own experiences are included in the teaching
Principle 2: Teaching is planned with appropriate disruptions
Principle 3: Teaching is organized as exploration

Working methods:

Graphic design, information visualization theory, motion graphic design theory, game design, theory, visual communication theory, idea generation technique, programming, prototyping, wireframing, user interface design, oral argumentation, presentation technique.

Learning outcomes:

The students will obtain the following during the course:

Knowledge and understanding:

- Practical knowledge and understanding of the theory and practice related to key areas of interactive design (interaction design, motion design, game design and visual communication)
- Critical assessment of data sources and research material for use in production
- Storytelling and narrative elements in interactive and dynamic solutions

Skills:

- Develop visual identity with dynamic aspects related to insights gained from visual research
- Produce a motion graphic design concept as an answer to a specific client need
- Prototype an interactive experience based on insights gained from user research
- Make visual representations based on critical assessment of gathered data

Competences:

- Integrate insights from research with knowledge in visual communication to develop concepts based on real life cases
- Work alone and in teams on key elements in larger communication products

Literature (to be purchased before the course begins):
- None

Literature (hand out):

Dynamic Identity

excerpts from:
– Nes, I.V. (2013) "Dynamic Identities" 2nd Edition. BIS Publishers
– Felsing, U. (2010) "Dynamic Identities in Cultural and Public Contexts". Lars Müller Publishers
– Mollerup, P. (2011) "Brandbook". Lindhardt & Ringhof
– Wheeler, A. (2012) "Designing Brand Identity" 4th Edition. Wiley

Motion Graphics Design

excerpts from:
– Krasner, J. (2013) "Motion Graphic Design"
– Larsen, P. H. (2005) "De levende billeders dramaturgi"
– Meinertsen, P. (2006) "Lydens Rolle" (2006)

– Braha, Y., Byrne, B. (2013) "Creative Motion Graphic Titling for film, video and the web"

Game Design and Virtual Worlds
– Hunicke, R., LeBlanc, M., Zubek, R. (2004) "MDA: A Formal Approach to Game Design and Game Research"
– Szerovay, K. (2019) "Gamification – part 1,2,3" from UX knowledgebase Sketch (https://uxknowledgebase.com/gamification-part-1-73a7c7afd4d1)

Visualizing Data
– Heller, S. & Landers, R. (2014) "Infographics Designers' Sketchbooks" Princeton Architectural Press
– McCandless, D. (2014) "Knowledge Is Beautiful: Impossible Ideas, Invisible Patterns, Hidden Connections—Visualized" Harper Design
– Yau, N. (2011) "Visualize This: The Flowing Data Guide to Design, Visualization, and Statistics" (2011) Wiley
– Kirk, A. (2016) "Visualising Data: A Handbook for Data Driven Design" Sage
– Heydt, M. (2015) "D3.js By Example" Packt Publishing

Literature (available online):

Motion Graphics Design
– Courses from LinkedIn Learning and greyscalegorilla.com

Game Design and Virtual Worlds
– Courses from LinkedIn Learning and YouTube

Visualizing Data
– freecodecamp.org (2019) "Data Visualization with D3.js - Full Tutorial Course" (https://www.youtube.com/watch?v=_8V5o2UHG0E)

Exam prerequisites
Fulfillment of exam prerequisites is a requirement for the student to be able to participate in the course exam. Exam prerequisites may include compulsory attendance, compulsory participation, group work, assignments, presentations, presentations, etc. Failure to fulfill exam prerequisites means that the student has lost an exam attempt.

Mandatory attendance
Physical attendance at school is compulsory on all school days. If, in exceptional cases, there is no physical attendance obligation for teaching or learning activities, this is indicated with an "FF" (voluntary attendance) in the itslearning system.

Compulsory participation
Participation in group work and supervision is compulsory.

Remedial options: In case of legal absence, remediation applies.

Substitute assignments: Absence from teaching and learning activities can be replaced with 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 course content and learning objectives, the course must be repeated.

**Examination:** Assessed using the 7-point grading scale and external grading.
Examination form: The course concludes with a creative solution and a report in which the student documents his or her competencies to independently analyze, assess, document, and solve communication problems. 30-minute oral exam, grading included (+10 minutes for 2-person group exams).

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

Study Activity Model:

The Study Activity Model

Applied Interactive Design
25 ECTS points

1 — 25%
2 — 35%
3 — 40%
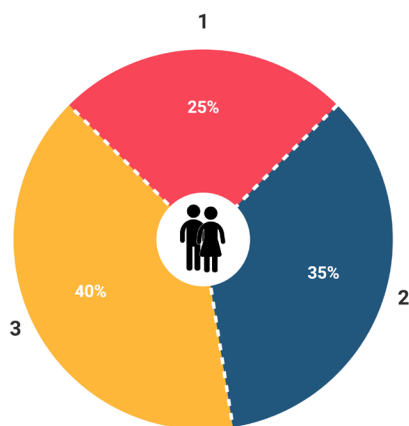
Category 1
The lecturer has primary responsibility for the study activities, and the students have co-responsibility through their preparation and participation. Participation by students and one or more lecturers.

Category 2
The lecturer has primary responsibility for defining the learning activities, and the students have primary responsibility for taking an active part in the planned study activities. Participation by students only.

Category 3
Students have primary responsibility for the study activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students only.

Category 4
Students have primary responsibility for the learning activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students and one or more lecturers.

Godkendt KV, 18. december, 2023