

DESIGN & BUSINESS

/ SPECIALISATION IN CREATIVE BRANDING

kea
COPENHAGEN SCHOOL OF DESIGN
AND TECHNOLOGY

INTRODUCTION TO DESIGN & BUSINESS

If you dream about a career in the fashion & lifestyle industry, the top-up bachelor's degree in design & Business might be just the thing for you! You will learn how to analyse a design task in relation to customer's values and needs. You will work with design processes, trend theories and innovation from a business perspective. You will learn to plan, manage, and execute complex, analytical, and creative tasks backed by relevant theory and practice. In other words, you learn the theories and methods required to independently organise, manage, and carry out design and business projects in the fashion and lifestyle industries.

ABOUT THE SPECIALIZATION: CREATIVE BRANDING

Step into the world of creative branding, where we equip you with the skills and knowledge necessary to thrive in the real world. Whether you aspire to pursue a career in advertising, design agencies, or within a marketing department, our program provides you with a solid toolbox that empowers you to take on a wide range of roles and responsibilities.

At the core of our curriculum is a focus on both the strategic and creative aspects of the branding process and activation. Through thorough research and a strong strategic foundation, we guide you in crafting compelling visual and verbal brand identities. Moreover, we emphasize the activation of brands across diverse channels and platforms, ensuring that you possess a well-rounded understanding of how to create brands that resonate with consumers.

Our teaching methodology is dynamic and immersive, incorporating relevant case collaborations, guest speakers, workshops, labs, and hands-on experiences. This practical approach guarantees that you acquire valuable methods, theories, and tools that align seamlessly with industry demands and practices. And in relation to this, it's important to notice that students in the Creative Branding specialization have a serious knowledge of fundamental tools such as Adobe Illustrator, Photoshop, and/or InDesign, as these form the backbone of our educational framework.

Additionally, we expect our students to embrace an open and creative mindset, fostering team spirit, lots of curiosity, and a willingness to give their all. This program won't be a walk in the park, but it will be enjoyable, educational, and challenging with plenty of inspiring input.

Join us at Creative Branding and unlock your potential to become a confident and competent branding professional, ready to make an impact in the ever-evolving world of creative industries.



EXCHANGE SEMESTER IN CREATIVE BRANDING

30 ECTS programme for students with minimum 2 years of undergraduate experience in Branding, Communication, Business, Graphic Design or similar areas. The programme is fixed.

SEMESTER DATES - SPRING 2024

Orientation events: Week of January 22-26

Semester start: January 29

End of semester: June 21

Note: Students are required to attend the full semester on-site in Copenhagen.

SPECIALISATION MODULE - CAMPAIGN AND ACTIVATION: 15 ECTS

The purpose of the campaign module is to provide the student with tools and methods to work theoretically and practically with brand activation based on a company's overall brand strategy and brand identity. The student will be introduced to work with insights in campaign planning and translate these into concrete, well-founded campaign strategies. The student is qualified to be able to develop creative campaign concepts, based on a campaign strategy.

There will be a focus on knowledge of visual tools, campaign communication, transmedia storytelling and strategy across media.



DESIGN, BUSINESS & TECHNOLOGY - PROJECT START-UP: 15 ECTS

The Design, Business, and Technology - Project Start-up course is a comprehensive program that combines trend research analysis, business development, and technology integration. Over a period of 8 weeks, students will explore current and future trends, develop a future trend scenario, and then work collaboratively in teams to create and validate a business idea using the concept of prototyping. The course places a strong emphasis on iterative learning through build, measure, learn loops, and culminates in a group exam where students present their business idea, theory, methods, and learning experience.

The student will work on following topics during the module:

- Trend Research Analysis
- Future Trend Scenario.
- Anti-trends
- Business Idea Development
- Prototyping
- Build, measure, learn loops
- Quick and low-cost experiments
- Professional presentation

STUDY CULTURE & REQUIREMENTS AS AN EXCHANGE STUDENT AT KEA:

To assure a successful exchange experience at KEA, it is critical that incoming exchange students understand and are prepared to comply with the following:

ATTENDANCE:

Students are expected to attend all lectures throughout the semester in order to acquire the needed skills to pass the exams at the end. Even if attendance is not registered, our experience is that students will only be able to pass their exam projects in the end, if they have attended all or most lectures.

INDEPENDENT STUDY SKILLS:

In addition to attending lectures, it is very important that students have a certain self-discipline and are able to work independently and with their groups on a daily basis throughout the semester. This means that even if the fixed schedule of lectures appear light, students at KEA are expected to dedicate around 40 hours per week of studying and working with their groups in order to be equipped for the final exams.

PUNCTUALITY:

At KEA, and in Denmark in general, you are always expected to be on time (for classes, for advising sessions, for meetings with your group, for work, and for any other appointment). We know punctuality varies a lot from one culture to another, however, we would like to emphasize the importance of this in Danish culture to our visiting exchange students as it can otherwise become a reason for frustration and resentment in various social and study settings.

PREREQUISITES TO PASS THE EXAMS:

To acquire the skills and competencies needed to pass the exams at KEA, it is expected that students attend minimum 90 % of lectures, group meetings and dedicate the remaining hours of a full-time week to independent studying of the curriculum and project work with the group. Additionally, students are expected to attend ALL Q&A's and advising sessions with lecturers, where info about exams and other big projects will be given (only once).

Find practical information about incoming exchange at KEA here:

global.kea.dk/student-mobility/incoming-exchange

Questions? Please contact:

Hanne Vang Hansen
International Coordinator, KEA Design
Email: havh@kea.dk
Phone: +45 29 46 82 18

