

INTRODUCTION

If you dream about a career in the fashion, lifestyle and communications industries, the top-up Bachelor's Degree in Design & Business might be just the thing for you! You learn how to analyse a design task in relation to a customer's values and goals. You 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.

Brand and Communication Design provides you with knowledge on how to design and develop brands and concepts in the crossfield between strategy, communication, branding and visual execution. A brand and communication designer works strategically and creatively with designing strong solutions that tie in with current customer needs and expectations on the basis of in-depth analyses of businesses, markets, cultures and trends. Our work is always based on design methodology, which means that good, creative ideas are at the heart of all projects. When an idea has been conceived, the strategy and the platform are established prior to the practical execution.

EXCHANGE IN BRAND & COMM. DESIGN

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

SEMESTER DATES - SPRING 2023

Introduction event: Approx. January 23-27

Semester start: January 30

End of semester: June 23

SPECIALISATION MODULE - Spring 2023:

CAMPAIGN CONCEPTS AND COMMUNICATION STRATEGY

(10 ECTS)

The purpose of the module is to provide the student with tools and methods to manage and work with brand and communication. The student is introduced to an insight-based approach and will be working on the following topics:

- how to build campaigns,
- analysis of target group, brand and market.
- relevant methods to conduct and analyze field research and other collected data
- strategic campaign designs on a planning level.
- concept development
- communication theory
- creative brief for campaigns.
- Execution of a campaign across the relevant channels

- creativity theory, exercises and techniques, such as idea generation, sketches and basic rules in art direction. It enables the student to see connections and get ideas - and to think creatively.
- visual tools and communication in print and digital media that can argue for media choices and messages, and the interaction between them.

ELECTIVE MODULE - Spring 2023

(5 ECTS)

Provides students with the opportunity to immerse themselves in their chosen field of interest.

Examples of previous elective modules: The Adobe Package, Graphic Design, Digital Design, Writing for Design and Business, Critical Design Methods, From Business to Start-Up, Photography & Fieldwork, Magazine Layout, Social Media - Strategy & Tactics, etc.

Information about the specific elective modules offered is usually provided around November and students accepted into the programme will be asked to indicate their elective priorities at this point.

DESIGN, BUSINESS & TECHNOLOGY - Spring 2023:

TREND-CREATIVITY/INNOVATION-ENTREPRENEURSHIP

(15 ECTS)

The module challenges the student to have a critical view at practical and theoretical challenges emphasizing a sociological perspective and analysis of target group and market, in the process of developing sustainable solutions. This will be conducted in a student-driven approach to knowledge gathering and knowledge sharing.

The purpose of this module is to give the student insight into and understanding of following topics:

- applying research and design theory and methodology
- design history
- trend research / mega and gigatrends.
- development of future scenarios
- UN Sustainable Development Goals and Circular Economy
- creative innovation processes
- the key concept of creativity
- the entrepreneurial ecosystem
- develop viable start up concepts



Find practical information about incoming exchange at KEA here: global.kea.dk/student-mobility/incoming-exchange

Questions?

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