

## DESIGN & BUSINESS –

## SPECIALISATION IN COMMUNICATION DESIGN & MEDIA

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### KEEN ON DEVELOPING A DEEP UNDERSTANDING OF THE DYNAMICS CHARACTERISING THE MEDIA TODAY?

As a Communication Design student, you will learn to work professionally with market-oriented and contemporary visual, written and digital communication – all with a holistic approach to design and process.

This specialisation study covers the subjects: visual communication, strategy, rhetoric, media and understanding of various processes. The focus is on storytelling, conceptual and communication campaigns and cross-media solutions.

#### EXCHANGE

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

#### SEMESTER DATES

Introduction event: Last week of January.

Semester start: February 4th, 2019.

End of semester: Late June 2019.

### SPECIALIZATION MODULE 3: Design for Inclusion

5 ECTS

**SUBJECT AREAS:** Communication, Sociology and Innovation.

The purpose of the module is to give the students the skills required to work with visionary design and develop communication for, about and with vulnerable groups. Through a structured and user-oriented process, students learn to challenge cultural and social barriers to inclusion. In close cooperation with relevant organisations, students address specific issues affecting minority groups, who all have very special needs.

### SPECIALIZATION MODULE 4: Digital Cultures

5 ECTS

**SUBJECT AREAS:** Communication, Innovation, Trends & Sociology.

This module concerns the identification and decoding of corporate identity and concepts in the digital world and how to challenge, disrupt and redesign them in practice. It is about decoding the cultural trends and connotations in a society that the company follows and give expression to. In addition, it is about looking into social trends and future scenarios that challenge the company in the long term and force the company to be in a state of transition and to think in terms of new solution scenarios.

The module looks into the role that digital technologies and media play in our everyday lives and in society, as well as issues associated with a lack of transparency and credibility at individual, corporate and societal level.

### SPECIALIZATION MODULE 5: Communication Design for Social Change

10 ECTS

**SUBJECT AREAS:** Communication, Sociology and Trends, Innovation.

#### PURPOSE

This module focuses on communication design as a catalyst for social change. The module is based on the UN's Sustainable Development Goals.

The students must develop cross-media communication solutions which make use of photography, graphic design, podcasts or other visual and rhetorical means to address the development goals so that they become present to the mind of a selected target group. In addition, the module involves curation of the communication products created by the students.

## LEARNING OBJECTIVES OF THE SPECIALIZATION MODULES:

<p><b>Knowledge:</b></p> <ul style="list-style-type: none"> <li>• Design theory/methodology and semiotics</li> <li>• Argumentation strategy</li> <li>• Communication and rhetoric</li> <li>• Visual communication</li> <li>• Culture and the history of ideas and sciences</li> <li>• Technology</li> <li>• Trend theory</li> <li>• Innovation processes</li> <li>• Future analysis</li> <li>• Anthropological method</li> </ul>	<p><b>Competencies:</b></p> <ul style="list-style-type: none"> <li>• Work strategically and innovatively, individually as well as together with others</li> <li>• Handle development-oriented assignments within design and idea generation</li> <li>• Handle development-oriented assignments related to the company's communication strategy</li> <li>• Develop and optimise the company's communication strategy based on its identity and brand</li> <li>• Prepare written and oral future analytical presentations based on ideological and cultural and theoretical analyses</li> </ul>
<p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>• Engage in well-argued and well-documented interpersonal and cross-cultural communication of complex technical issues</li> <li>• Handle, transform and communicate knowledge visually</li> <li>• Apply innovative approaches to problem-solving</li> <li>• Draw up design briefs based on research and data processing, including communicating, processing and transforming knowledge about trends - in writing, orally and visually</li> <li>• Identify the potential of new media platforms and solutions based on an assessment of trends and social developments</li> <li>• Identify and assess trends and phenomena in relation to trend and social theory and in a historical context</li> </ul>	

## ELECTIVE MODULE II

5 ECTS

Provides students with the opportunity to immerse themselves in their chosen fields 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, International Fashion Management in London, Sustainable Fashion Company in India.

## SPECIAL MODULE FOR EXCHANGE STUDENTS

5 ECTS

Content to be decided (common module for students within both international specialisation areas: Brand Design and Communication Design and Media).

FOR FURTHER INFORMATION, PLEASE REFER TO OUR FACT SHEET OR CONTACT:

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