

Course title Advanced Knowledge	Kurstitel Avanceret viden
Line of study Communication Design, 2 nd year	Approved 31.08.18
Level MA	Responsible Lars Hoff-Lund
ECTS 20	Course number KK2AV--KME
Exam form Oral	Grading Internal, 7-point grading scale

Course objective

The objective of the course is to convey knowledge to the students from disciplines bordering on the design field, equipping them to enter into fruitful collaboration with professionals from other disciplines. The course could, for example, present knowledge from marketing, business development, anthropology, journalism, sociology, market research and communication as well as areas related to design research.

Learning outcome

At the examination, the student is expected to:

Knowledge

- have an awareness of the context when working on adding value to a design
- have a basic understanding of the emerging areas within design research that are being introduced in the course
- have an understanding of his or her own specific individual profile as a communication designer, and also an ability to communicate, not only broad professional knowledge, but also his or her own specific and unique expertise.

Skills

- have the courage to bring his or her professionalism into play and build on the knowledge offered by other members of the team.

Competencies

work as part of a team and as a communication designer within any cross-disciplinary team

- pitch his or her primary study interests in a digital, visual and exciting presentation that goes beyond What? Why? and How?

Course title Design Methodology	Kurstittel Designmetodologi
Line of study ID, KD, MO, TE, AC, 2nd year	Approved 31.08.18
Level MA	Responsible Eva Kappel
ECTS 5	Course number KF2ST--BUE
Exam form Course participation	Grading Internal, pass/fail

Course Objective

The course objective is to give the students a thorough introduction to design methodology in a historic perspective and make the students able to understand and put theories, discussions and main directions in the field into perspective as well as reflect on their own practice.

Learning outcome

In order to receive a passing grade the student is expected to:

Knowledge

- have knowledge about and be able to discuss design methodology in a historic perspective
- be familiar with key design methodological theories

Skills

- be able to explain the concept design methodology
- be able to apply design methodological theories

Competencies

- be able to reflect on design methodology in relation to his or her own practice

Examination regulations

If you do not pass the course by class participation, you will be given two attempts at passing through an alternate examination form:

A written assignment of 9 standard pages, that covers the learning outcome for the course.

Please refer to curriculum for further information.

The study administration will forward the alternate assignment to the student, when the course ends.

Course title Career Lab	Kurstitel Karriereværksted
Line of study ID, KD, MO, TE, AC, 2 nd year	Approved 31.08.18
Level MA	Responsible Eva Kappel
ECTS 5	Course number KF2KV--BUE
Exam form Course participation	Grading Internal, pass/fail

Course objective

The course consists of strategic career promoting elements for designers, understanding of competencies, communication and business knowledge.

The ability to communicate your competencies and potential in a receiver-oriented manner is vital to ensure that the message is received correctly. This combined with understanding of target-group and practice in variation of your message and the tools supporting the particular message.

Working as a designer it is important to understand how design helps businesses create economic value, which different roles and positions a designer might have in different companies.

The course gives a basic understanding of legal conditions in relation to the design profession, and an introduction into market conditions, rights and employment possibilities.

Learning outcome

At the examination, the student is expected to:

Knowledge

- Have knowledge about IRP
- Have knowledge about how the Danish job market rules and legislations.
- Have knowledge of how designing products/services can create economic growth.

Skills

- Be able to convert your design competences to a wide labour market
- Be able to create a profile on LinkedIn, social media and job portals
- Be able to write target oriented job applications
- Be able to build up a professional CV and a target oriented portfolio
- Be able to communicate your skills and competencies through an elevator pitch

Competences

- As a designer, to know how to fit into the value chains of a given company/ institution
- Be able to target your communication towards a specific target group
- Be able to communicate target oriented value proposition



Page 2/2

Examination regulations

If you do not pass the course by class participation, you will be given two attempts at passing through an alternate examination form:

A written assignment of 9 standard pages, that covers the learning outcome for the course.

Please refer to curriculum for further information.

The study administration will forward the alternate assignment to the student, when the course ends.

Course title MA Project - Written Component	Kursustitel Kandidatprojekt, skriftlig del	
Line of study ID, KD, MO, TE, AC, 2 nd year	Approved 31.08.18	
Level MA	Responsible Eva Kappel and Anne Louise Bang	
ECTS 10 or 20	Course number (10 ECTS) Communication Design: KK2KP--KSE Industrial Design: KI2K--KSE Fashion Design: KM2KP--KSE Textile Design: KT2KA--KSE Accessory Design: KA2K--KSE	Course number (20 ECTS) Communication Design: KK2KPA-KSE Industrial Design: KI2KPA-KSE Fashion Design: KM2KPA-KSE Textile Design: KT2KAA-KSE Accessory Design: KA2KA-KSE
Exam form Written	Grading External, 7-point grading scale	

Course Objective

The MA project (the practical and the theoretical components combined) must document that the student is able to solve complex design-professional problems on a professional international level by using design theory, methods and acquired skills.

In the MA project, the student is able to put his or her entire professional expertise in play. Knowledge, skills and competencies acquired through the specialization has to be demonstrated in the solution of a self-initiated, well-defined and delimited design-professional problem in collaboration with at least one external partner.

The MA project is the student's framework to demonstrate his or her own design-professional potential in a relevant design project.

Learning outcome

The written component of the MA project must demonstrate that the student at a high level

Knowledge

- has an understanding of the scientific methods and theories of the design discipline

Skills

- is able to identify and justify a relevant design-professional challenge
- is able to combine theory and practice
- is able to communicate and discuss a complex design project with colleagues as well as lay people
- is able to reflect on the process and method of the practical part of the Master's project

Competencies

- is able to evaluate and apply the scientific methods and theories of the design discipline in relation to the construction of a design project
- is able to apply the theories of the discipline to solve a relevant problem and put it into perspective

Content

- Identification of relevant project
- Professional objective
- Identification of theoretical angle
- Choice of method
- Research
- Analysis
- Synopsis for the theoretical component
- Linking of theory and practice
- Putting the project in perspective
- Reflection
- English and Danish summary

Examination regulations:

Written assignment – an assignment based on the curriculum of the course.
External examination – 7-point grading scale.
Size of assignment – max. 20 standard pages.

Course title MA Project – Practical Component	Kurstitel Kandidatprojekt, praktisk del	
Line of study KD, ID, MO, TE, AC, 2 nd year	Approved 31.08.18	
Level MA	Responsible Lars Hoff-Lund, Jesper Falck Legaard, Nadine Möllenkamp, Helle Graabæk, Josephine Winther	
ECTS 20 or 10	Course number (10 ECTS) Communication Design: KK2KP--KME Industrial Design: KI2KP--KME Fashion Design: KM2KP--KME Textile Design: KT2KA--KME Accessory Design: KA2KA--KME	Course number (20 ECTS) Communication Design: KK2KPA-KME Industrial Design: KI2KPA-KME Fashion Design: KM2KPA-KME Textile Design: KT2KAA-KME Accessory Design: KA2KAA--KME
Exam form Oral	Assessment External , 7-point grading scale	

Course Objective

The MA project (the practical and the theoretical components combined) must document that the student is able to solve relevant complex design-professional problems on a professional international level by using design theory, methods and acquired skills.

In the MA project, the student is able to put his or her entire professional expertise in play. Knowledge, skills and competencies acquired through the specialization has to be demonstrated in the solution of a self-initiated, well-defined and delimited design-professional problem in collaboration with at least one external partner.

The MA project is the student's framework to demonstrate his or her own design-professional potential in a relevant design project.

Learning outcome

The practical component of the MA project must demonstrate that the student at a high level

Knowledge

- has business understanding
- has digital knowledge
- has an understanding of own design-professional competencies

Skills

- is able to identify and justify a relevant design-professional challenge
- is able to identify a relevant external partner
- is able to set a complex professional goal
- is able to master the artistic techniques and methods of the design discipline in a professional manner
- is able to communicate and discuss a complex design project with colleagues and lay people



Competencies

- is able to plan and complete the design process from initial idea to execution, implementation and presentation
- is able to organize and manage complex design projects
- is able to demonstrate a novel design project where idiom and aesthetics are at the highest artistic level
- is able to put a design project into perspective in relation to an international context
- is able to solve a relevant challenge in collaboration with one or more companies/organisations
- is able to communicate design competencies in a targeted fashion in a specific context
- is able to demonstrate empathy and an ability to walk in other people's shoes in relation to the project

For students in Communication Design, from the academic year 2016-2017:

All students are expected to have launched their personal non-template based website before the end of the 4th semester, including a presentation of their MA project.