

Professional Bachelor's Degree in Graphic Communication

- course in Creative Communication

Good communication always starts with creativity and a good idea. The course Creative Communication results in creative problem solvers who can generate good ideas and create communication concepts for all communication channels and media.

The course alternates between theory and practice, and the Danish School of Media and Journalism endeavors to offer studies that reflect as far as possible the work processes in the creative industries. The studies enable you to acquire skills within:

- Creativity
- Idea generation
- Concept development
- Graphic design
- Text writing
- Interactivity
- TV and media content production
- Product development
- Marketing
- Theory of Communication

Creative Communication graduates will be well-qualified to take up positions as concept developers, art directors and text writers in advertising and communication agencies, in-house agencies for larger organizations, creative departments in production and broadcasting companies, as well as at creative hotshots.

This is a three-year, full-time course spread over six semesters, and is equivalent to 180 ECTS credits.

Head of Studies for Creative Communication is Dorte Nielsen, who graduated as an art director from the Graphic Arts Institute in 1991 and from The School of Communication Arts, London in 1993. She worked in London in the advertising industry throughout the 1990s, during which time she won international recognition for her creative work at Cannes, and from D&AD, British Television Awards, Campaign Poster Awards, Epica and London International Advertising Awards.