

# Professional Bachelor's Degree in Graphic Communication

## - course in Graphic Design

The Graphic Design course is the most diverse course in Graphic Communication offered by the Danish School of Media and Journalism. The design parameters of form, typography, colour, illustration and motion, form the core of the studies. Using problems of form, you learn to develop and design products grounded in conscious choices made after consideration of function, aesthetics, technical and financial possibilities and the recipient's perception

The studies enable you to acquire skills within graphic concepts, creativity and analysis, and to master software and technology. Your studies involve solving problem-oriented tasks within graphic design and interdisciplinary processes.

Design products, which are included in Graphic Design studies

- Editorial design – magazine design, book design, design for content management systems
- Corporate Visual Identities
- Web design
- 3D – packaging design, exhibition design and wayshowing systems
- Graphic communication (campaigns, folders, posters etc.)
- User-oriented and research-based graphic design (educational materials, information design etc.)
- Motion design (TV graphics, type in motion)

Graphic Design graduates are qualified to start up their own businesses or take up positions as graphic designers and art directors in drawing offices, advertising agencies and media organisations.

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

*Head of Studies for Graphic Design is Henrik Birkvig, who graduated as a graphic designer from the Graphic Arts Institute in 1982. He has worked continuously with graphic communication and graphic design, and is the author and co-author of several books on graphic design and communication. Since 1993, he has been a member of the Graphic Arts Institute management team.*