# Future proof education in the field of Graphic Communication

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# Future proof education in the field of Graphic Communication

- Background
- Reasons for updating
- Resources & Research
- Important findings
- Results : the new curricula
- Summary


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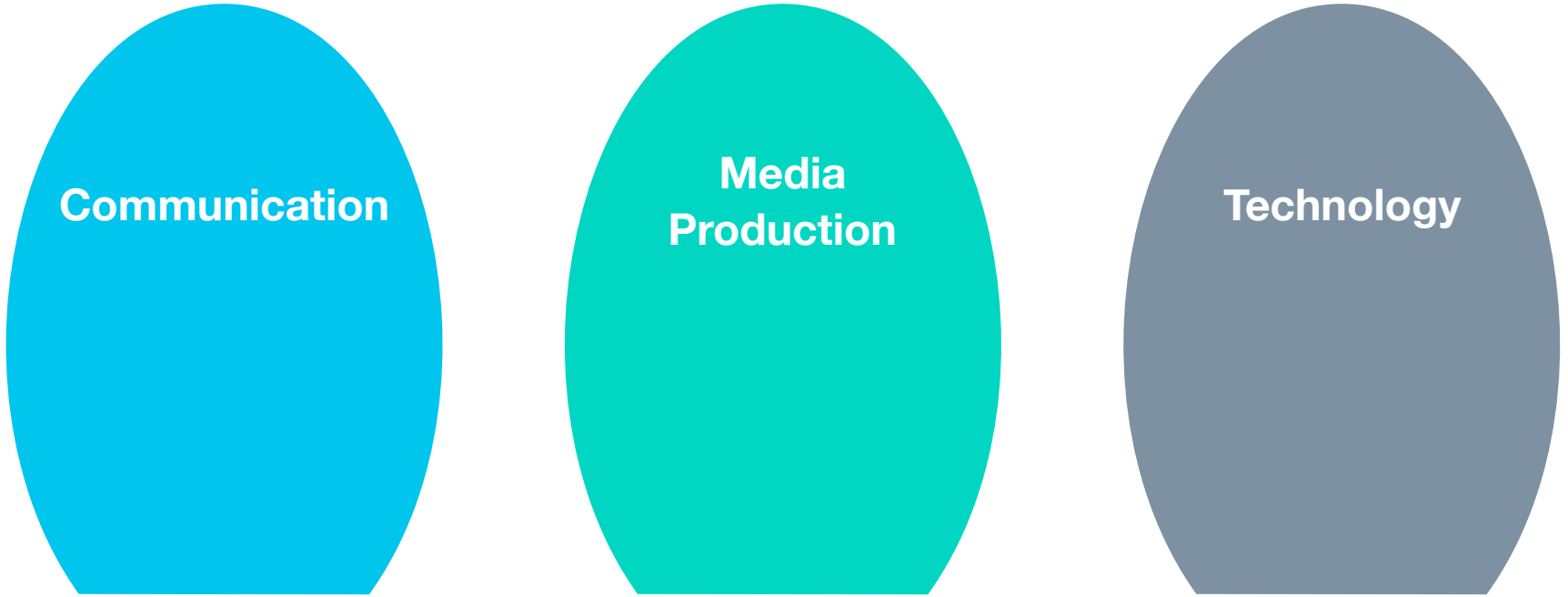
# Background

- 2006 – Graphic Design & Communication





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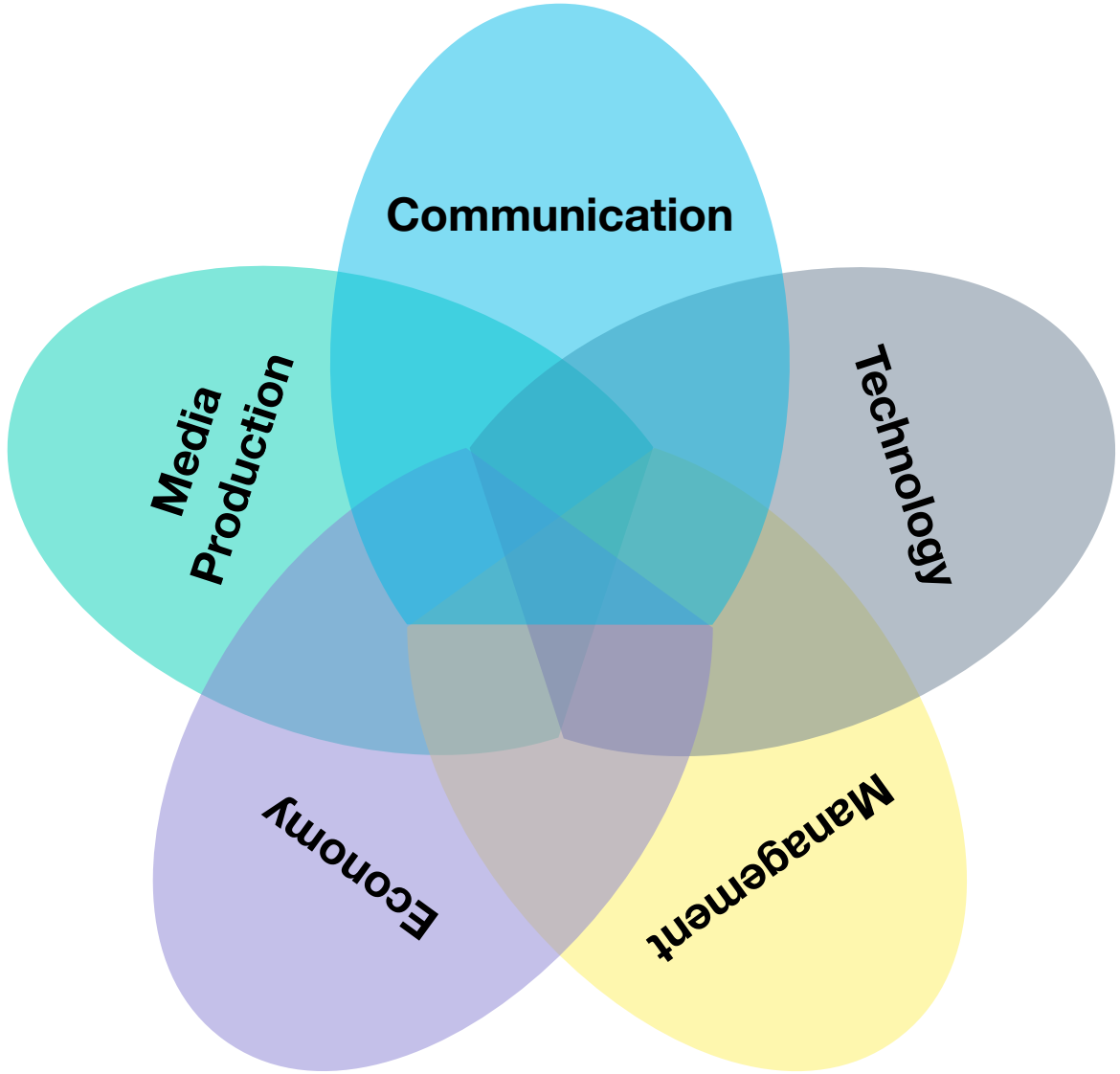
# Background

- GDK 1.0
- 92 % employment rate





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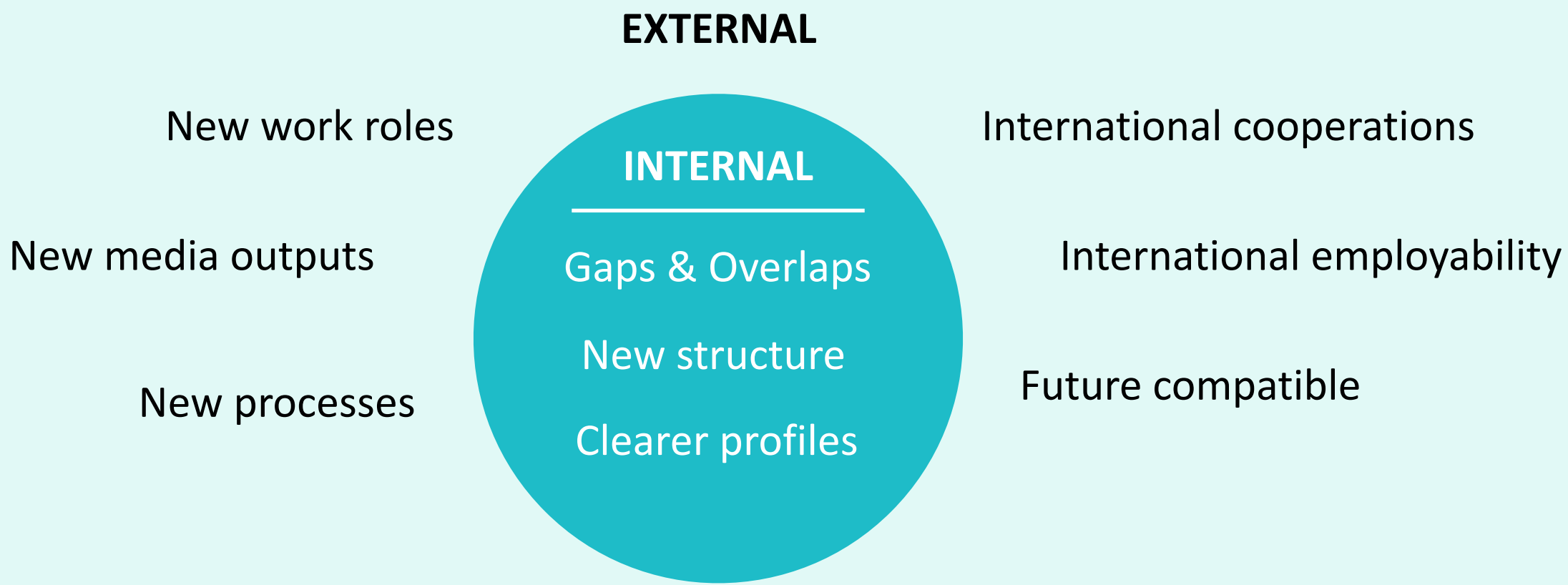
# Reason for updating





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# Resources & Research

- GOC Report – *2020 starts tomorrow (2014)*
- Intergraf – *Future skills in the Graphical Industry (2014)*
- CIGN Network – (*Report 1A/B/C, 2015)*
- GDK Advisory Board
- Alumni survey


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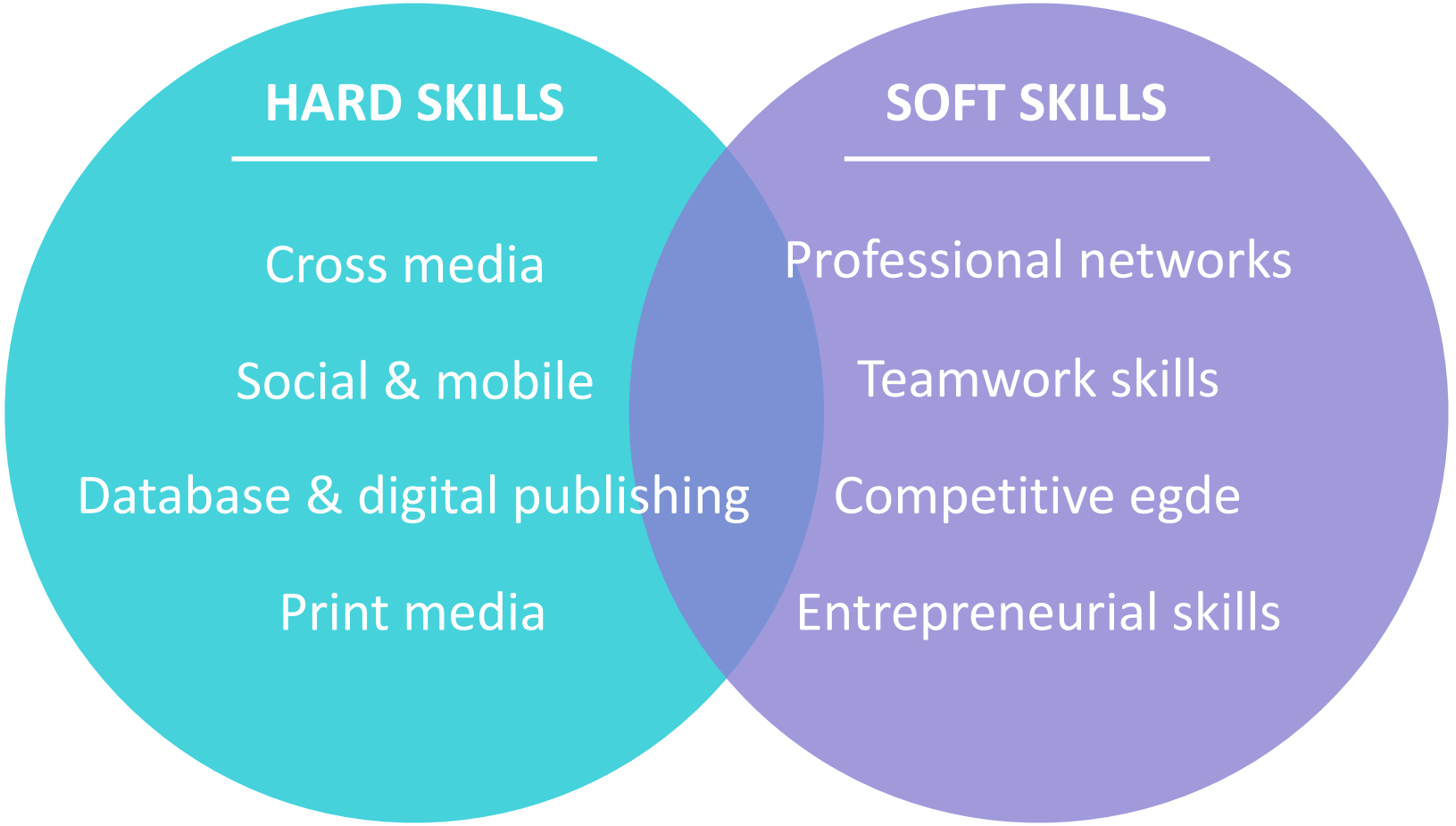
# Important findings





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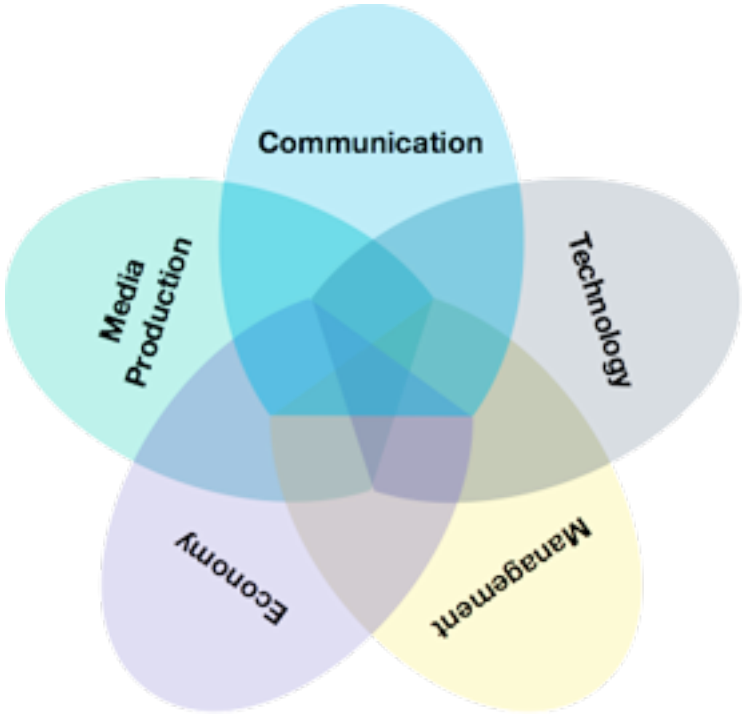
# GDK ”1.7” – What to keep

- *Practice based communication design at an academic level*
- The GDK brand
- Employability





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# Results - the new GDK2.0 curricula

- *Adaption for todays needs and flexibility for tomorrows challenges*
- Subject based
- Clearer profiles – more edge
- International cooperations


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# GDK2.0 Overview (semester 1-3)

| SEMESTER 1 | | SEMESTER 2 | | SEMESTER 3 | |
|---|---|---|---|---|---|
| Period 1 | Period 2 | Period 1 | Period 2 | Period 1 | Period 2 |
| **Communication 1:** Visual and mediated, design history, Norm Criticism *6 ECTS* | **Communication 2:** Verbal, interpersonal, and textual 6 ECTS | | | | **Communication 3:** Media Convergence and advanced mediated communication 4 ECTS |
| **Design 1:** Graphic design, image and sketching 6 ECTS | | **Design 2:** Layout and typography 6 ECTS | **Design 3:** Interaction and UX 6 ECTS | **Design 4:** Basic Information Design 6 ECTS | |
| | | Scientific research and evaluation 6 ECTS | | | **Project 1:** (Incl. Group dynamics 2 ECTS) 8 ECTS |
| | **Management 1:** Intellectual Property 6 ECTS | | **Management 2:** Marketing Communications and Analysis 6 ECTS | **Management 3/ Design 4:** Brand and value creation 6 ECTS | |
| **Production 1:** Tools and processes 6 ECTS | | **Production 2:** Document Production 6 ECTS | | **Production 3:** Image Production 6 ECTS | |



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# GDK2.0 Overview (semester 4-6)

| SEMESTER 4 | | SEMESTER 5 | | SEMESTER 6 | |
|---|---|---|---|---|---|
| **Period 1** | **Period 2** | **Period 1** | **Period 2** | **Period 1** | **Period 2** |
| Agil prototyping and responsive interactivity / frontend, 6 ECTS | **Project 2:** Workplace; reflection and critical perspective 12 ECTS | 3D production and 3D animation 6 ECTS | Advanced Media Production (text. SVG animation, digital video, social media) 6 ECTS | **Projekt 3:** International / collaborative crossmedia project 8 ECTS | Degree project 16hp |
| Editorial Design 6 ECTS | | Packaging and exhibition design 6 ECTS | Interactive Information Design 6 ECTS | Research Methodology 6 ECTS | |
| Project Methodology 6hp | | Project Management 6 ECTS | Market awereness in international crossmedia design and production 6 ECTS | | |
| **Communication 4:** Rhetoric (both verbal, textual and visual) 6 ECTS | | Visual theory 6 ECTS | | | |
| | | Entrepreneurship and business economics 6 ECTS | | | |



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# Summary and next steps

- Lessons learned
  - Time consuming (Meeting, Agreements, Research)
  - Advantages of cooperations
- Implementation
  - Running two programs in parallel for some years
- Pedagogical decisions
- Evaluation
- What next…


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# Summary and next steps

- International Master in Design with three initial specializations:
  - Service and social innovation
  - Sustainability
  - Information intensive complex systems (visual media design)
- Autumn 2017


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Thank you for your attention!

# Questions?

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