

# **IT STARTS WITH WHY and continues WITH HOW**

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International Study Programmes at the  
Danish School of Media and Journalism

→ 2015–18

# A hands-on approach to the media world

The Danish School of Media and Journalism is a training and knowledge center for the media and communications sector with a focus on talent, innovation and lifelong learning. Our school dates back to 1943 and today we're one of the leading Danish educational institution within fields such as journalism, communication, creative communication, graphic design, interactive design, media production and management, TV and media production, photo journalism and photographic communication.

We train our students how to follow and accomplish the why in communication, and we achieve this through a "hands on"-approach combining theory with a lot of practice and group work, as well as great deal of collaboration with and engagement in the real world.

### Talent – with an international perspective

We offer nine different Bachelor degrees within these fields, and our faculty boasts nearly 2,000 full-time students with an international outlook as an integrated and prioritised part of our school.

We have more than 80 partner universities, including around 20 strategic project partners from all over the world. More than one third of our Danish students spend part of their education abroad – at other universities or in internships – and every semester we welcome students from across the

globe. After a semester at our school, you'll not only have forged relationships with native Danes, but students and teachers from all over the world.

### Lifelong learning

We aim to be a lifelong learning partner with the Danish media industry: every semester more than 1,300 course participants and students attend more than 100 training courses – ranging from writing to web design and from strategy to practice.

### Innovation

We collaborate with the Danish media and communication sector to generate fresh knowledge and develop the media arena. This is done through research, analysis and development projects, as well as consultancy and advisory work. What we discover doesn't just benefit our partners and the industry, but our students as well.

We have been conducting international projects for over 25 years, including Free Media projects with the support of the Danish Foreign Ministry and UNESCO, and projects supported by the EU Erasmus Mundus and EU-ICI-ECP programmes.

### Two campuses

The Danish School of Media and Journalism has two campuses – one in Copenhagen, the capital of Denmark, and one in Aarhus, Denmark's second largest city.

BA course	Programme	Semester	Campus	Page
Journalism	Journalism, Multimedia and World Politics	Every semester	Aarhus	5
Journalism	International TV – Foreign Reporting (IJI semester) <sup>1</sup>	Every semester	Aarhus	4
Journalism	Europe in the World (WORLDREP year) <sup>2</sup>	One year Start August	Utrecht Aarhus	7
Photo Journalism	Photo Journalism I	Every semester	Aarhus	6
Photo Journalism	Photo Journalism II	Every semester	Aarhus	6
Corporate Communication	Corporate Communication across Borders	Autumn	Aarhus	7
Corporate Communication	Corporate Communication across Borders	Spring	Copenhagen	9
TV and Media Production	TV and Media Production	Autumn	Copenhagen	10
Media Production and Management	Media Production and Management	Spring	Copenhagen	8
Interactive Design	Interactive Design (INTERACT semester) <sup>3</sup>	Autumn	Copenhagen	11
Graphic Design	Graphic Design	Spring	Copenhagen	11
Creative Communication	Creative Communication	Spring	Copenhagen	10
Photographic Communication	Photographic Communication	Spring	Copenhagen	9

1) "IJI Inclusive Journalism Initiative: Reporting Europe and the Asia-Pacific" is a mobility project addressing the acute need for greater inclusivity in news journalism. Our partners are the Swedish School of Social Science at Helsinki University, Finland, the Auckland University of Technology, New Zealand and the Canterbury University, New Zealand

2) "WORLDREP Europe and Australia in the World: Reporting Political, Environmental and Social Change" is a dual degree project addressing the need for reporters with international knowledge and outlook, who can respond to local and global events and

conditions. Our partners are the Utrecht University of Applied Sciences, The Netherlands, the University of Tasmania, Australia and the Griffith University, Australia.

3) "INTERACTIVE Studios & Innovation Networks for Future Design Careers" is an undergraduate mobility project in Interaction Design, a transdisciplinary field of design practice including communication design and interactive media. Our partners are the RMIT University, Australia, the Queensland University of Technology, Australia and the University of the Arts London, United Kingdom.

### DEADLINE FOR APPLICATION

**1 April**  
for autumn semesters  
**1 October**  
for spring semesters  
**1 April**  
for the one-year Europe in the World programme.

### SEMESTER START

**Autumn semesters:**  
week 34 – last week of August  
**Spring semesters:**  
week 5 – last week of January

### HOW TO APPLY

See [dmjx.dk/international](http://dmjx.dk/international) for application form, international partners, study culture and student handbook.

→ Contact Anna Nejrup at [anna@dmjx.dk](mailto:anna@dmjx.dk) or Xavier Lepetit at [xal@dmjx.dk](mailto:xal@dmjx.dk) if you have any questions  
→ For master courses see [www.mundusjournalism.com](http://www.mundusjournalism.com)

# PROGRAMMES OFFERED AT CAMPUS AARHUS

→ JOURNALISM

→ PHOTOJOURNALISM

→ COMMUNICATION

## TV JOURNALISM – FOREIGN REPORTING

Semester programme: **30 ECTS**. Offered every semester as the IJI programme course.

The one semester full-time programme combines practical TV-journalistic training with theoretical studies. You will produce sharply-angled journalism stories in the style of "Foreign correspondent reporting". In addition, you will acquire analytical skills of TV/video stories through the use of academic theory and approaches. You will reflect upon journalism both generally and in accordance with your own practice, including ethical and professional dilemmas. You will foster skills in inclusive journalism and develop a critical understanding of the

relevant social and media structures in the world, gain knowledge of contemporary global politics and focus on the major historical changes in the world – and specifically in Europe. We have one of the best educational and training facilities for TV-journalism in Europe, with exclusive access to shooting and editing facilities throughout the course. See [www.inclusivejournalisminitiative.com](http://www.inclusivejournalisminitiative.com)

*Level: Advanced undergraduate.  
Participants must have studied journalism for at least two years.*

## JOURNALISM, MULTIMEDIA AND WORLD POLITICS

Semester programme: **30 ECTS**. Offered every semester.

The one semester full-time programme, combines practical journalistic training with intensive studies. Over the course of an intensive one-semester programme you be involved in international reporting and EU reporting, you will learn about risk reporting and

you will expand your understanding of world politics. Your work concludes with an individual multimedia production based on a research trip in or outside Denmark. *Level: Undergraduate. Participants must have studied journalism for at least one year.*



*We don't just tell you how to tell stories. We give you the chance to tell the stories.  
Photo: Anders Hviid*



## EUROPE IN THE WORLD

One year programme: **30 ECTS** in Utrecht, NL and **30 ECTS** in Aarhus, DK.  
Semester starts once a year: late August.  
Offered as the **WORLDREP** programme course.

The aim of the programme is to develop the students' understanding of European and global affairs: To provide a foundation in politics, economics and society at the European level with a view to the wider world. Learning takes place in a multicultural environment in the Netherlands and Denmark. During the course we combine text, audio, video and photos. Multimedia productions will be part of your work, and tools for this will be

progressively taught during the course. Independent work assignments in other countries are part of the requirements of the course. Students may obtain an Honours diploma together with the EitW diploma. See more on [www.europeintheworld.com](http://www.europeintheworld.com) and [www.worldrep.eu](http://www.worldrep.eu).

*Level: Advanced undergraduate. Participants must have studied journalism for at least two years.*

## CORPORATE COMMUNICATION ACROSS BORDERS

Semester programme: **30 ECTS**. Offered autumn semesters at Campus Aarhus and spring semesters at Campus Copenhagen.

The one semester full-time programme presents various perspectives of Corporate Communication and combines theoretical insights with enterprise practices. Students will be introduced to a broad range of corporate communication disciplines and gain insight into how selected international companies deal with disciplines such as cross-cultural communication, reputation management and Corporate Social Responsibility. Companies are bound by economy, society and politics as paradigms for doing business, and students acquire a greater understanding of why and how companies deal with these challenges in practice.

*Level: Advanced undergraduate. Participants must have studied Communication for at least two years.*

## PHOTOJOURNALISM 1 – THE LANGUAGE OF PHOTOJOURNALISM

Semester programme: **30 ECTS**. Offered every semester.

The one semester full-time programme offers you a chance to combine training in photojournalism with intensive study. The programme focuses on the language of photojournalism combined with the journalistic disciplines, such as writing and adding sound to photos.

*Level: Undergraduate. Participants must have studied photo journalism for at least one year, and must present a portfolio with photojournalism products. One portfolio with max 40 photos.*

## PHOTOJOURNALISM 2 – ADVANCED VISUAL STORY TELLING

Semester programme: **30 ECTS**. Offered every semester.

This advanced one semester full-time photojournalism programme offers you a chance to study in Denmark with a class of Danish photojournalism students in their last semester. The programme focuses on advanced visual storytelling.

*Level: Advanced undergraduate. Participants must have studied photo journalism for at least two years, and must present a portfolio with photojournalism products.*

Our photojournalism students document the real world – from the neighbourhoods nearby (as in this photo from when an upcoming Danish band hear its song in the radio for the first time) to faraway places. Our students often win prizes in both Danish and international photo competitions, including World Press Photo. Learn more at [danishphotojournalism.com](http://danishphotojournalism.com)  
Photo: Ulrik Hasemann

# PROGRAMMES OFFERED AT CAMPUS COPENHAGEN

→ VISUAL COMMUNICATION

→ MEDIA PRODUCTION

## MEDIA PRODUCTION AND MANAGEMENT

Semester programme: **30 ECTS**. Offered spring semesters only.

The international one semester full-time programme in Media Production and Management focuses on the combination of media and management.

You'll improve your management skills and learn how to work smarter through analysis and optimisation of processes. You'll learn about different media platforms including mobile media. And You'll learn how to combine management and production insights

thus empowering yourself as a project manager in the media sector.

The course has a strategic and analytical approach combined with "hands on" production.

*Level: Advanced undergraduate.  
Participants must have studied Media Production and management for at least one and a half year.*

## CORPORATE COMMUNICATION ACROSS BORDERS

Semester programme: **30 ECTS**. Offered spring semesters at Campus Copenhagen and autumn semesters at Campus Aarhus.

The one semester full-time programme presents various perspectives of Corporate Communication and combines theoretical insights with enterprise practices. Students will be introduced to a broad range of corporate communication disciplines and gain insight into how selected international companies deal with disciplines such as cross-cultural communication, reputation management and Corporate

Social Responsibility. Companies are bound by economy, society and politics as paradigms for doing business, and students acquire a greater understanding of why and how companies deal with these challenges in practice.

*Level: Advanced undergraduate.  
Participants must have studied Communication for at least two years.*

## PHOTOGRAPHIC COMMUNICATION

Semester programme: **30 ECTS**. Offered spring semesters only.

In this one-semester full time programme we take communicative photography further, working with multiple genres including strategic branding, TV-commercials, fashion and editorial photography and innovation, and design researched photography in a visual world. The various disciplines are linked to relevant business rela-

tions to ensure that problem solving and solutions are in harmony with the needs and requirements of the professional world.

*Level: Advanced undergraduate.  
Participants must have studied Photographic Communication for at least one and a half years.*



The probably best known Dane is the author H.C. Andersen. His fairytale "The Wild Swans" was turned into photographic art by one of our students from Photographic Communication, Anette Ravenhill



## CREATIVE COMMUNICATION

Semester programme: **30 ECTS**. Offered spring semesters only.

The international one semester full-time programme in Creative Communication consists of two courses: Brand Creation and Integrated Campaigns. In Brand Creation, students learn about branding and how it relates to advertising and consumers. Students create their own brand, developing all brand elements from name, logo and packaging to a complete visual and verbal brand identity that can be used across all media platforms, both digital and off-line (branded content, in-store promotion, merchandise etc.). Students develop new forms of interaction between consumer and brand and finally present their new brand to a target audience.

In the second part of the course, students work on implementing branding and advertising thinking across a variety of media in integrated campaigns. They develop communication rooted in a brand's DNA and implement strategic and creative media choices to tell original and authentic brand stories. The semester ends with an examination consisting of communication theory and market analysis, visual identity and an integrated campaign.

*Level: Undergraduate. Participants must have studied creative communication for at least one and a half years.*

## TV AND MEDIA PRODUCTION

Semester programme: **30 ECTS**. Offered autumn semesters only.

The international one semester full-time programme in TV and Media Production consists of two parts: Feature Journalism, and Public Relations and Corporate Communication. In the first half of the programme the students will create a video feature production. Drawing on a foundation of comprehensive background research students produce a video item (duration 5–7 minutes) based on the story of a strong main character and at least two other characters. In the second half of the programme the students will focus on how video and online video can be a tool in PR and Corporate communication. The course focuses on the fact that an ever-increasing number of companies want to have the media to

create their own narratives, and that includes the use of moving pictures. The objective is to give students new perspectives in TV production for purposes other than the broadcast media.

*Level: Undergraduate. Participants must have studied TV and Media for at least one year and/or have experience with recording and editing moving pictures.*

## INTERACTIVE DESIGN

Semester programme: **30 ECTS**. Offered autumn semesters only and as INTERACT programme course.

The international one semester full-time programme in Interactive Design consists of two courses: Motion Graphics, and Interactive Design and User Behaviours. In the first part of the programme the focus is on motion design and the development of graphic concepts for TV and film production, tablets and www. In the second part the

focus is on ensuring students are able to creatively think about, research and conceptualise interactive content. In addition, the student will have the fundamental tools to create working prototypes across multiple devices.

*Level: Undergraduate. Participants must have studied Visual Communication or Interactive design for at least one year.*

## GRAPHIC DESIGN

Semester programme: **30 ECTS**. Offered spring semesters only.

The international one semester full-time programme in Graphic Design consists of five courses:

- Information graphics, where the objective is to identify different kinds of information graphics in order to be able to choose the right kind for a given assignment,
- Book design where the objective is to achieve knowledge about book design as a design discipline between tradition and innovation,
- Magazine design where the objective is to make the students able to create graphic design of periodicals on the basis of the type of magazine and target group,
- Visual identity documentation where the objective is to make the students aware of 'best practices' regarding how to document the creative results from working with a corporate design system, and
- Visual identity design where the objective is to produce knowledge of how to convert a branding strategy to an original visual identity.

*Level: Undergraduate. Participants must have studied Graphic Design for at least one and a half years.*

One of the most iconic things for danes is a hot dog with a red sausage, and one of our students Laura Bröchner-Mortensen used this when she – as well as her fellow students – were given the task of designing a poster for a Danish ink festival.



*We don't just prepare you  
for the real world.  
We prepare you  
in the real world.*

Meet students, watch study productions, see the  
study life and learn more at [dmjx.dk/international](http://dmjx.dk/international)

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