International Study Programmes 2020-2022

It starts with why and continues with how
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 and European Higher Education 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 international partner universities, including around 15 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 will 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 1,500 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 30 years, including Free Media projects with the support of the Ministry of Foreign Affairs and UNESCO, and projects supported by the EU Erasmus, 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 and European Capital of Culture 2017.
# International Study Programmes Courses 2020-2022

<table>
<thead>
<tr>
<th>BA COURSE</th>
<th>PROGRAMME</th>
<th>SEMESTER</th>
<th>CAMPUS*</th>
<th>LEVEL</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHOTO JOURNALISM</td>
<td>PHOTO JOURNALISM 1</td>
<td>Every semester</td>
<td>AARHUS*</td>
<td>2ND YEAR</td>
<td>5</td>
</tr>
<tr>
<td>JOURNALISM</td>
<td>INTERNATIONAL NEWS REPORTING</td>
<td>EVERY SEMESTER</td>
<td>AARHUS</td>
<td>2ND YEAR</td>
<td>5</td>
</tr>
<tr>
<td>JOURNALISM</td>
<td>INTERNATIONAL VIDEO JOURNALISM</td>
<td>EVERY SEMESTER</td>
<td>AARHUS</td>
<td>2ND YEAR</td>
<td>5</td>
</tr>
<tr>
<td>ERASMUS MUNDUS MASTERS</td>
<td>JOURNALISM, MEDIA AND GLOBALISATION MA DEGREE</td>
<td>TWO YEAR</td>
<td>AARHUS</td>
<td>MA</td>
<td>6</td>
</tr>
<tr>
<td>PHOTO JOURNALISM</td>
<td>PHOTO JOURNALISM 2</td>
<td>EVERY SEMESTER</td>
<td>AARHUS*</td>
<td>4TH YEAR</td>
<td>6</td>
</tr>
<tr>
<td>CORPORATE COMMUNICATION</td>
<td>CORPORATE COMMUNICATION ACROSS BORDERS</td>
<td>AUTUMN</td>
<td>AARHUS</td>
<td>3RD YEAR</td>
<td>7</td>
</tr>
<tr>
<td>CORPORATE COMMUNICATION</td>
<td>CORPORATE COMMUNICATION ACROSS BORDERS</td>
<td>SPRING</td>
<td>CPH</td>
<td>3RD YEAR</td>
<td>8</td>
</tr>
<tr>
<td>MEDIA PRODUCTION AND MANAGEMENT</td>
<td>MEDIA PRODUCTION AND MANAGEMENT</td>
<td>SPRING</td>
<td>CPH</td>
<td>2ND YEAR</td>
<td>8</td>
</tr>
<tr>
<td>TV AND MEDIA PRODUCTION</td>
<td>TV AND MEDIA PRODUCTION</td>
<td>AUTUMN</td>
<td>CPH</td>
<td>2ND YEAR</td>
<td>9</td>
</tr>
<tr>
<td>INTERACTIVE DESIGN</td>
<td>INTERACTIVE DESIGN</td>
<td>SPRING</td>
<td>CPH*</td>
<td>2ND YEAR</td>
<td>10</td>
</tr>
<tr>
<td>CREATIVE COMMUNICATION</td>
<td>CREATIVE COMMUNICATION</td>
<td>SPRING</td>
<td>CPH*</td>
<td>2ND YEAR</td>
<td>10</td>
</tr>
<tr>
<td>PHOTOGRAPHIC COMMUNICATION</td>
<td>PHOTOGRAPHIC COMMUNICATION</td>
<td>SPRING</td>
<td>CPH*</td>
<td>2ND YEAR</td>
<td>11</td>
</tr>
<tr>
<td>GRAPHIC DESIGN</td>
<td>GRAPHIC DESIGN</td>
<td>SPRING</td>
<td>CPH*</td>
<td>2ND YEAR</td>
<td>11</td>
</tr>
</tbody>
</table>

*) Portfolio required.

**DEADLINE FOR APPLICATION**
- 1 April for autumn semesters.
- 1 October for spring semesters.

**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 for application form, international partners, study culture and student handbook.
- For questions about Campus Aarhus programs, contact Anna Nejrup at anna@dmjx.dk.
- For questions about Campus Copenhagen programs, contact Xavier Lepetit at xal@dmjx.dk.
Kamini Tontines, 12, had her breasts ironed by her mother. The painful process involves heating a stone or another object and pressing it against the breast, melting the fat and causing the breast to recede. Many Cameroonian mothers believe that by flattening their daughters’ breasts, they can protect them from men who would otherwise make sexual advances or rape them. The photo by Heba Khamis is part of a series that won first prize in the category Contemporary Issues at the World Press Photo competition in 2017.
Programmes offered at campus Aarhus

• Journalism • Photojournalism • Communication

PHOTOJOURNALISM 1
- THE LANGUAGE OF PHOTOJOURNALISM

**SEMESTER PROGRAMME:** 30 ECTS.
Offered every semester.
**LEVEL:** Undergraduate. Participants must have studied photo journalism for at least one year, and must present a portfolio with photojournalism products. Try to tell a story with your portfolio and send max 20 photos.
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.

INTERNATIONAL NEWS REPORTING

**SEMESTER PROGRAMME:** 30 ECTS.
Offered every semester.
**LEVEL:** Undergraduate. Participants must have studied journalism for at least one year.
The one semester full-time programme combines practical journalism training with related knowledge of current trends in media and society. Over the course of this semester programme you will be involved in international reporting and EU reporting. You will be working in different cities, and you will expand your understanding of world politics. Your work concludes with a multimedia production based on a research trip in Denmark or another European country.

INTERNATIONAL VIDEO JOURNALISM

**SEMESTER PROGRAMME:** 30 ECTS. Offered every semester.
**LEVEL:** Advanced undergraduate. Participants have studied journalism for at least one year.
This one-semester, full-time programme combines practical video journalistic training with theoretical studies. Students will learn to produce TV and video stories as foreign correspondents in Denmark. Attendees will acquire analytical skills of short and long format video stories through the use of academic theory and approaches to reflective reporting. The course requires students to practice and reflect upon journalistic working methods including ethical dilemmas. The students will foster skills within inclusive journalism and develop a critical journalistic approach to social media. A workshop with focus on the journalistic use of smartphones for recording/editing/publishing is included. The students will gain knowledge on contemporary world politics and major historical changes. The program offers a practical approach to journalism teaching and learning, and students have exclusive access to cameras and editing facilities throughout the course.
**ERASMUS MUNDUS MASTERS JOURNALISM, MEDIA AND GLOBALISATION**

**TWO YEAR MASTER COURSE.**
Join our two-year Erasmus Mundus MA degree programme in Journalism, Media and Globalisation to engage with peers and staff from more than 100 countries in an ambitious and multicultural environment.

The joint degree programme offers you a truly unique and international experience. You will study in at least two European countries, work with top researchers in media studies, political science and journalism, and gain an outstanding network for life.

Everyone starts their MA in Aarhus, Denmark before moving to either Amsterdam or Prague for the second year of studies. Selected students can also study for a semester in Berkeley, Beirut, Cape Town, Santiago, Shanghai, Sydney, Hamburg, London or Swansea. Studies can also be combined with an internship. See [www.mundusjournalism.com](http://www.mundusjournalism.com).

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**PHOTOJOURNALISM 2 – ADVANCED VISUAL STORY TELLING**

**SEMESTER PROGRAMME 30 ECTS.**
Offered every semester.

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

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.

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In 2020 Mundus Journalism had about 1000 alumni from 105 countries.
CORPORATE COMMUNICATION ACROSS BORDERS

**SEMESTER PROGRAMME:** 30 ECTS. Offered autumn semester at Campus Aarhus and spring semester at Campus Copenhagen.

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

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, issues 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 this challenge in practice.
Programmes offered at campus Copenhagen

• Visual Communication • Media production

MEDIA PRODUCTION AND MANAGEMENT

SEMESTER PROGRAMME: 30 ECTS.
Only offered as a spring semester.
LEVEL: Advanced undergraduate.
Participants must have studied Media Production and Management for at least one and a half year.
During this semester, you will enroll in three courses: Marketing: Data, Insights and Content, Media Production and Manage and Lead.

Each course is designed to offer opportunities for specialization, with final projects where you can choose between electives that covers different topics or aspects within the theory and practice of each field. The course descriptions for each course will be published prior to the semester start.

• Marketing: Data, Insights and Content: The goal of this course is to let the student get a deeper understanding of specific topics within the field of marketing through elective topics.
• Media Production: The aim of this course is to give the student a deeper understanding of specific media productions, through electives that cover distinct aspects of production management or discrete media platforms.
• Manage and Lead: This course offers students the opportunity to gain a deeper understanding of management and leadership that are relevant to the media and creative industries. The specific topics are offered as electives.

CORPORATE COMMUNICATION ACROSS BORDERS

SEMESTER PROGRAMME: 30 ECTS.
Offered autumn semester at Campus Aarhus and spring semester at Campus Copenhagen.
LEVEL: Advanced undergraduate.
Participants must have studied Communication for at least two years.
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, issues 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 this challenge in practice.
TV AND MEDIA PRODUCTION

SEMMESTER PROGRAMME: 30 ECTS.
Offered autumn semesters only.
LEVEL: Undergraduate. Participants must have studied TV and Media for at least one year and/or have experience with recording and editing moving pictures.
The semester focuses on audio-visual communication both as a journalistic discipline, as well as in a corporate communication context.
During the first course you will train basic skills in visual storytelling, both from the perspective of content and technical skills. In the second course we proceed to looking at and training more advanced documentary storytelling. Taking a theoretical starting point, the final outcome will be production of short documentaries. Furthermore, the course will encompass an introduction to the use of new technologies as 360-degree video and VR in documentary production. The second half of the semester will focus on video used in corporate communication. The students will gain competences in developing and solving communication problems for companies and organizations based on insight into and understanding of the communication strategies for the company/organization and values in general. During the course, students create solutions for external partners.

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.
INTERACTIVE DESIGN

SEMESTER PROGRAMME: 30 ECTS.
Offered autumn semesters only and as interact programme course.
LEVEL: Undergraduate. Participants must have studied Visual Communication or Interactive Design for at least a year. Some programming knowledge (JavaScript, Unity or similar) is highly recommended.
The international semester programme in Interactive Design consists of five courses:
• Dynamic Identity, where the objective is to explore dynamic possibilities when creating visual identities.
• Co-creation is a cross-disciplinary course where the student will work with students from other programmes under Visual Communication.
• Game Design and Virtual Worlds, where the objective is to develop concepts that can be executed as prototypes in an interactive, virtual environment.
• Motion Graphics, where the objective is to convert understand and incorporate concepts of movement and sound into a motion graphic design solution.
• Visualizing Data explores several ways to visualize data, both via motion design and interactivity.

CREATIVE COMMUNICATION

SEMESTER PROGRAMME: 30 ECTS. Offered spring semesters only.
LEVEL: Undergraduate. Participants must have studied creative communication for at least one and a half years.
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.

GRAPHIC DESIGN

SEMESTER PROGRAMME: 30 ECTS.
Offered spring semesters only.
LEVEL: Undergraduate. Participants must have studied Graphic Design for at least one and a half years.
The international one semester full-time programme in Graphic Design consists of four courses:
• Book Design where the objective is to achieve knowledge about book design as a design discipline between tradition and innovation.
PHOTOGRAPHIC COMMUNICATION

SEMESTER PROGRAMME: 30 ECTS. Offered spring semesters only.
LEVEL: Advanced undergraduate. Participants have studied Photographic Communication for at least one and a half year and have experience with recording and editing moving pictures.

This international semester programme consists of staged photography within Photography and Moving stills.

- **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.
- **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.
- **Visual Identity** where the objective is to produce knowledge of how to convert a branding strategy to an original visual identity. And to make the students aware of ‘best practices’ regarding how to document the creative results from working with a corporate design system.

One of the most iconic things for danes is a hot dog with a red sausage, and one of our students Laura Brøchner-Mortensen used this when given the task of designing a poster for a Danish tattoo festival.

- **Fashion & Visual identity** will identify and translate visual identities based on Fashion as a communication tool to create photographic narratives
- **Co-creation & Business** will focus on business strategy, positioning, product development, pricing methods and application of co-creation methods
- **Moving images** will enable the student to create and produce narratives on an extended level in moving images to a given context across media platforms
- **Editorial Photography** will offer basic theoretical and practical knowledge of the editorial work, have insight into the magazine and editorial tradition, aesthetically in practice, and be able to use this insight creatively in the process.
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