

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

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International Study Programmes Danish School of Media and Journalism

DMJX

Danish School of Media and Journalism



PHOTO: SØREN PASTER

International
Study Programmes

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 70 international partner universities, including around a dozen 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 1,000 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. In 2020 we moved into a new, modern building in Aarhus, and in 2024 our brand-new building in Copenhagen will offer advanced facilities to our students.

International Study Programmes Courses

BA COURSE	PROGRAMME	SEMESTER	CAMPUS*	LEVEL	PAGE
PHOTO JOURNALISM	PHOTO JOURNALISM 1	EVERY SEMESTER	AARHUS*	2ND YEAR	5
JOURNALISM	VIDEO JOURNALISM AND FOREIGN REPORTING	EVERY SEMESTER	AARHUS	2ND YEAR	5
PHOTO JOURNALISM	PHOTO JOURNALISM 2	EVERY SEMESTER	AARHUS*	4TH YEAR	6
CORPORATE COMMUNICATION	Communicating Corporate Social Responsibility	AUTUMN	AARHUS	3RD YEAR	7
CORPORATE COMMUNICATION	Communicating Corporate Social Responsibility	SPRING	CPH	3RD YEAR	8
MEDIA PRODUCTION AND MANAGEMENT	MEDIA PRODUCTION AND MANAGEMENT	SPRING	CPH	2ND YEAR	8
TV AND MEDIA PRODUCTION	TV AND MEDIA PRODUCTION	AUTUMN	CPH	2ND YEAR	9
INTERACTIVE DESIGN	INTERACTIVE DESIGN	SPRING	CPH*	2ND YEAR	10
CREATIVE COMMUNICATION	CREATIVE COMMUNICATION	SPRING	CPH*	2ND YEAR	10
GRAPHIC DESIGN	GRAPHIC DESIGN	SPRING	CPH*	2ND YEAR	11
ERASMUS MUNDUS MASTERS JOURNALISM, MEDIA AND GLOBALISATION MA DEGREE		TWO YEAR	AARHUS	MA	6

*) 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.



PHOTO: HEBA KHAMIS

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.

VIDEO JOURNALISM AND FOREIGN REPORTING

SEMESTER PROGRAMME: 30 ECTS.

Offered every semester.

LEVEL: Undergraduate. Participants must have studied journalism for at least one SEMESTER.

This one-semester, full-time programme combines practical video journalism with foreign reporting skills in multimedia reporting.

Through visual storytelling and reflective reporting, students will learn how to produce journalistic video features during the first half of the semester. They will gain hands-on experience in the process of planning and producing video stories in groups. The students will get to know the characteristics and demands of journalistic video formats and use state of the art digital cameras and professional video editing software.

The courses in the second part of the semester focus on foreign reporting. Among the topics covered will be: International news and media conditions, foreign sources, European and global affairs, and journalism from conflict and crisis affected regions.

The students will work on different digital platforms in text, photography, video, infographics, and sound. The semester project is a reporting assignment from Denmark or another European country.

Students work in realistic and intensive newsroom settings, supervised and guided by experienced journalists and teachers. We have an emphasis on group work, class participation, respect for deadlines and media ethics.

All journalistic assignments during the semester include interviews with sources outside the Campus. Stories produced will be made public on the school's media platforms.

English is used for all classes and productions.

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, Prague, London or Munich for the second year of studies. Selected students can also study for a semester in Berkeley, Beirut, Cape Town, Santiago, Shanghai, Sydney or Hamburg. Studies can also be combined with an internship.

See www.mundusjournalism.com.



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.



In 2022 Mundus Journalism had about 1000 alumni from 105 countries.



Students taking part in the InnovationX course, where they work with virtual reality, the role of journalists and new definitions

SUSTAINABILITY COMMUNICATION

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.

This semester when working with strategic communication, you will come across tasks related to sustainability and CSR. Today, most companies and organizations are engaged in sustainability and responsibility initiatives – albeit in varying degrees – and as professional communicators we need to be able to manage, handle, analyze and execute strategic sustainability communication in many different contexts, on many different platforms, and to many different audiences. Therefore, this semester is structured around the overall theme of sustainability management and communication which we will explore and work with from several different angles. Common for the approaches explored is that we will focus on communication. The semester contains three interrelated courses which progressively build on and elaborate knowledge, skills and competences within sustainability/CSR communication and leadership.

Programmes offered at campus Copenhagen

• Visual Communication • Media production • Communication

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.

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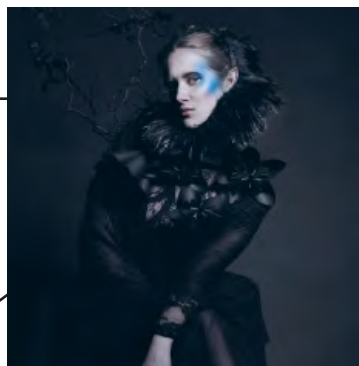


PHOTO: ANETTE RAVENHILL

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.

TV AND MEDIA PRODUCTION

SEMESTER 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.

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.

INTERACTIVE DESIGN

SEMESTER PROGRAMME:

30 ECTS. Offered spring 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 one semester full-time programme in Interactive Design is called Applied Interactive Design and 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.

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 given the task of designing a poster for a Danish tattoo festival.

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.
- **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.



ILLUSTRATION: LAURA BRÖCHNER-MORTENSEN