

Graduate Profile Graphic Storytelling 2023

A graduate profile describes the competencies, skills, and knowledge that a student has acquired by the end of their education. It provides an overview of what the graduate can contribute in a professional context and how they can apply their education in practice.

This graduate profile was developed in 2023. In connection with the reform, we will update the graduate profile and use it as a benchmark when developing the education.

Purpose of the Profession

The purpose of the profession is to undertake tasks within the visual industry and other sectors that use sequential storytelling and related narrative forms across media platforms and formats to achieve their goals, with a strong foundation in craftsmanship. Furthermore, the profession should contribute to ensuring the quality and further development of the visual industry.

Core Competencies of the Profession

Visual Storytelling and Communication

Graduates have general competencies in the fields of drawing, world building, storytelling, techniques, and production methods, all of which support the graduate's ability to independently or collaboratively handle visual and narrative development and production within the publishing, gaming, animation industries, and other adjacent sectors.

Professional Identity

Graduates from Graphic Storytelling often work as freelancers within the visual industry, and the education enables the graduate to define direction and goals for their own work, including organizing the optimal composition of professional tasks and the industries the graduate wishes to collaborate with. This competency also applies to graduates who find permanent employment, where it is crucial for the graduate to be able to define and develop within that framework.

Entrepreneurship

The graduate has a solid and broad knowledge of trends within the visual industry, is capable of acting entrepreneurially, and is updated on current production method

requirements. Additionally, the graduate can perform artistic project management both independently and in groups.

Context for the Graduate's Work

The education is aimed at what is broadly referred to as the visual industry. The desire to use visual narrative forms is growing, even in sectors outside the visual industry. At the same time, there is a significantly increased demand for employees in the visual industry, where the desire for qualified employees exceeds the supply of labor. The visual industry is at the beginning of a new digital transformation in terms of production methods.

Sustainability and new technological production methods with convergence within the industry's own areas, but also in interaction with other sectors, will characterize the coming years. The visual industry in Denmark operates in an international context, where both technology and customers are increasingly found internationally.

The graduate is capable of acting independently and entrepreneurially, thus pursuing a career as a freelancer or otherwise running their own business, but at the same time, the graduate can work as a specialist in a production environment within the visual industry.

Outcome of Professional Practice

The graphic storyteller possesses competencies in sequential storytelling in various narrative forms on diverse analog and digital platforms. The graphic storyteller can act as a link between different professional fields and can handle or follow a production from idea and concept development to production and marketing. Through their work, the graphic storyteller ensures that products within the visual industry have a high international level both visually and narratively, and that the products have the desired expression and message. The graphic storyteller is capable of acting commercially, adapting to a given task, and creating narratives and Intellectual Properties that can serve as the basis for media products across different platforms. Finally, the graphic storyteller is able to introduce graphic storytelling as a communication form to sectors outside the visual industry and work with an eye on the technological, narrative, and ethical trends of the time.