Hanze

Vak: Project Campaign 2 — credits: 5

Vakcode	ICVB21CPI1
Naam	Project Campaign 2
Studiejaar	2025-2026
ECTS credits	5
Taal	Engels
Coördinator	T.I. Voaides
Werkvormen	Opdracht Projectonderwijs
Toetsen	Campaign 2 - Project - Overige toetsing Visual Communication 6 - Overige toetsing

Leeruitkomsten

Competences	Programme learning outcomes (PLO) at level 2	Test for which the PLO applies
1. **Concept & creation**	**Junior professionals:** 1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	**Project 2 Campaign Plan Visual Communication 6**
1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.	**Project 2 Campaign Plan Visual Communication 6**	
1. Create relevant content tailored to the concept and the organisation's goals.	**Project 2 Campaign Plan Visual Communication 6**	
1. **Planning & organisation**	1. Plan and organising the development, testing, and implementation of a behaviour change communication campaign by applying the last two phases of the design thinking process—Prototype and Test—while effectively integrating feedback from stakeholders	**Project 2 Campaign Plan**
1. **Persuasion & commitment**	1. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.	**Campaign 2 - Project**
1. Communicate orally and in writing in a correct, target	**Campaign 2 - Project**	

Inhoud

Project - Campaign 2
Building on insights from Project 1, students work in teams to design behaviour change communication campaigns. Each team develops a comprehensive Communication Plan, starting with strategic communication objectives and outlining targeted interventions aligned with the client’s current strategy. Using the Design Thinking process—particularly Ideation and Prototyping—students create and test their campaign concepts to ensure alignment with the intended audiences.
The Campaign Plan also includes an implementation plan covering pre-launch preparations, a campaign timeline, and suggestions for post-campaign evaluation based on the agreed-upon key performance indicators.
Collaboration with the client is central to the process. Students engage the client during the ideation phase, co-create the campaign concept, and refine the prototype through feedback from both the client and target audience. The final campaign, along with all associated media products, is delivered in an agreed format, equipping the client with a ready-to-use communication strategy

Visual Communication 6:
Students create animations using After Effects.

group-oriented, business-like and concise manner, and consequently create commitment.

Opgenomen in opleiding(en)

International Communication
International Communication Exchange Minor The Campaign

School(s)

Instituut voor Communicatie, Media & IT

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