Hanze

Vak: Project Transition and Communication — credits: 5

Vakcode	ICVB21INT1	**Werkvormen**	Opdracht Projectonderwijs
Naam	Project Transition and Communication		
Studiejaar	2026-2027	**Toetsen**	Transition and Communication - Project - Overige toetsing Visual Communication 8 - Overige toetsing
ECTS credits	5		
Taal	Engels		
Coördinator	F. Romagnoli		

Leeruitkomsten

Competences	**Programme learning outcomes (PLO) at level 2** **Junior professionals:**	**Test for which the PLO applies**
1. **Context & strategy**	1. Analyse relevant developments for the organisation, and identify the implications of national and international developments for the communication policy of the organisation.	**Transition and Communication - Project**
1. **Investigate** developments in the national and international professional field as well as in the media landscape, and use these insights for the organisation's communication strategy.	**Transition and Communication - Project**	
1. **Target group & behaviour**	1. **Analyse** the needs, wishes and intercultural factors of **multiple stakeholders**, and translate them into a **simple** professional product.	**Transition and Communication - Project**
1. **Concept & creation**	1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	**Transition and Communication - Project**
1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.	**Transition and Communication - Project** **Visual Communication 8**	
1. Create relevant content tailored to the concept	**Transition and Communication -**	

Inhoud

Transition and Communication - Project:
Change communication contributes to the creation of value for an organization in change, and for its stakeholders. This includes well-founded means of communication to foster the organizational culture needed to embrace the change.

Students establish a communication strategy, make appropriate recommendations about the use of communication interventions, choose appropriate themes and formulate core messages. They plan and produce communication products and corporate events to implement the communication strategy in support of the organizational change.

The block focuses on creativity and knowledge of what kind of communication works and how. The student justifies the use of communication means with professional arguments.

Visual Communication 8:
Students use the skills acquired in previous blocks (e.g. logo creation, animating, editing) in a new manner to construct a live talk show. The scheduled Visual Communication classes are used for rehearsals. In the end of block 2.4 every class will produce one live talk show with a self-chosen subject including guests. hosts, video items, visuals, and technical support. Students will use finished products from the previous block to enrich the talk show: video items, animations, infographics, scripts etc.

and the organisation's goals.	**Project Visual Communication 8**	
1. **Planning & organisation**	1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.	**Transition and Communication - Project**
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.	**Transition and Communication - Project**
1. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.	**Transition and Communication - Project**	
1. **Connection & facilitation**	1. **Develop** initiatives and demonstrate a **proactive** attitude.	**Transition and Communication - Project**

Opgenomen in opleiding(en)

International Communication
Int. Comm. Exchange Minor Organisations and Change Comm.

School(s)

Ondernemen, Communicatie & Marketing

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