

Multimedia Design and Communication 3rd semester

1. The programme

The Multimedia Design and Communication Programme is a 2-year higher education programme taught in English. The programme aims at qualifying the student to independently design, plan, realize and manage multimedia tasks and contribute to implementing, managing and maintaining multimedia productions.

2. ECTS points the semester grants:

3 rd semester	ECTS
Subject test	30

3. Subjects included in the 3rd semester

3.1 Communication and Presentation (5 ECTS)

Content:

- Use of basic communication and communication models
- Planning of communication

Learning Objectives

The graduate has knowledge about

- Media sociology

The graduate has skills enabling him/her to

- Analyse and assess communicative elements in different media productions
- Use the knowledge about the influence of cultural factors to national and global communication with a view to the correlation between cultural identity and forms of expression

The graduate has competences enabling him/her to

- Plan and present communication in multimedia products

3.2 Interaction Development (10 ECTS)

Content:

- Structuring and implementation of more complex dynamic multimedia applications integrated with databases
- The focus is on multimedia applications in a client/server environment



- The student must attain a thorough knowledge of the technology bound up with the development of multimedia
- Quality objectives and the quality of multimedia applications

Learning Objectives

The graduate has knowledge about

- Interfaces in order to exchange data with the services of a third party
- Aspects of security in connection with multimedia applications and data communication
- Object oriented design, analysis and programming
- Structured design, analysis and programming

The graduate has skills enabling him/her to

- Use modeling in connection with the development of databases
- Use modeling in connection with the development of databases
- Use and implement databases
- Use data manipulating languages for databases
- Implement different media types in multimedia applications
- Prepare documentation

The graduate has competences enabling him/her to

- Model and realise complex multimedia applications
- Develop databases for multimedia applications
- Work methodically involving quality assurance

3.3 Design and Visualisation (5 ECTS)

Content:

- Principles for design and concept development
- Design and develop interactive user interfaces

Learning Objectives

The graduate has knowledge about

- Animation techniques
- Modeling and construction techniques in 3D

The graduate has skills enabling him/her to

- Apply methods to the documentation of design



- Use techniques to produce and finish video and audio
- Use modeling and construction techniques in 3 D

The graduate has competences enabling him/her to

- Analyse and create a synthesis between application and design
- Apply, integrate and analyse the expression of digital media
- Design interactive user interfaces for various digital media based on synthesis

3.4 Elective Subjects in 3rd semester (10 ECTS)

Content:

- In each 3rd semester Business Academy Aarhus offers a number of electives.
- Contents, learning objectives and ECTS scope will be available on the Programme's intranet on a continual basis
- A compulsory assignment, which is to be approved, completes the elective