



The electives' catalogue

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Multimedia Design and Communication

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Content

1.	Elective programme elements	2
1.1.	Completion of the exam	3
1.2.	Prior credit approval	3
1.3.	Elective course 1: Creative Advertising and specialisation module ‘Creative Campaign in Fashion Industry’	4
1.4.	Elective course 2: Digital Developer and specialisation module ‘Web Applications’ ..	6
1.5.	Elective course 3: Content marketing and Specialisation Module ‘Writing Content’ ..	9

1. Elective programme elements

The purpose of the elective modules on the 3rd semester is to offer students the opportunity of an individual study profile with academic immersion within the programme's subject area. The electives are planned by the individual academy offering the programme. Students may also follow electives at other institutions provided that they pay for their own transportation, overnight accommodation, etc.

The following elective elements are offered as a package course of two subjects, which collectively provide 10 ECTS:

- 1) Elective course 1: *Creative Advertising* (5 ECTS) which is associated with the specialisation module *Creative Campaign in Fashion Industry* (5 ECTS)
- 2) Elective course 2: *Digital Developer* (5 ECTS) which is associated with the specialisation module *Web Applications*
- 3) Elective course 3: *Content Marketing* (5 ECTS) which is associated with the specialisation module *Writing Content*

The elective elements are connected with a class in which the tuition is adapted to reflect the elective subject on offer. Regardless of which specialisation is chosen, the student must follow the compulsory programme element on the 3rd semester, which consists of the subjects: interaction (10 ECTS), design (5 ECTS) and communication (5 ECTS), these are adjusted according to the specialisation.

The student selects their specialisation according to interest and job wishes. The teaching is conducted in English.

If the students wish to participate in a summer or winter school, they can get prior credit approval. See the section dealing with this.

Students may also follow electives at other academies provided that they pay for their own transportation, overnight accommodation, etc. The students must then be aware of prior credit approval.

Assessment criteria

Each elective course ends with a written, individual exam in each of the two 5 ECTS subjects for the chosen elective course - i.e two exams in total. The assessment criteria for the exams include the learning objectives which are associated with the specialisation. The exam is assessed according to the 7-point scale.

Learning objectives

The learning objectives for the offered subjects are described below for each elective element.

1.1. Completion of the exam

In general, the following applies for all programmes in relation to when an exam has been completed or an exam attempt has been used.

Pass / fail exams

If a student is given less than the mark 02 at an exam, it is a fail and one exam attempt will have been used.

If the exam consists of a written and oral part, the student can, provided the entire examination project was prepared by one student and not passed, choose to work further with the existing project or prepare a new project.

In the event of one student, as part of a group project, not achieving the mark 02 or above, the student can rewrite their section of the joint project. The student can also choose to write a new project, where the rules for individually produced projects apply.

Project not handed in/written answers

If a student does not hand-in their exam project or a written report, one exam attempt will have been used.

The student can choose to work further on their existing project or prepare a new project.

1.2. Prior credit approval

The student can obtain prior credit approval worth 5 ECTS for a passed summer or winter school. The selected elective element at the Academy will for these students be 5 ECTS, since the specialisation module will be replaced by the selected summer or winter school. Students who have received credit for the elective elements summer or winter school, will, therefore, only be included in part of the selected elective element, as they only need 5 ECTS from the elective element and the subsequent exam. This will be part of the specialisation (e.g 'Creative Advertising').

Please note that the prior credit approval of 5 ECTS obtained by participation in a summer or winter school is only applicable for the elective elements offered by Business Academy Aarhus or Business Academy Aarhus' partner institutions. If the students wish to follow elective elements at other institutions, it is the student's responsibility to determine whether prior credit approval is given for summer and winter schools in connection with electives.

Students participating in summer or winter schools where the subject is assessed according to pass/fail or approved/not approved, will have this indicated on their transcript of records. For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed programme element on the completion of these studies. In connection with applying for prior credit approval, the students give permission that the Academy can obtain the necessary information after the student's completion.

Upon approval of the prior credit approval, the programme component is considered completed if it is passed according to the rules of the programme.

1.3. Elective course 1: Creative Advertising and specialisation module 'Creative Campaign in Fashion Industry'

Creative Advertising

Weight: 5 ECTS

Content

Creative Advertising enables the student to design and develop modern solutions that deliver a clear message and create results. The focus is to create unique campaigns that incorporate outdoor adverts, video, powerful pictures, websites, social media etc.

Knowledge

The student will gain knowledge and understanding about

- the essential design skills needed to produce content for advertising, corporate identity and web.
- how to explore the creative graphic design process involved in taking a project from idea to finished project
- the use of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages.
- how to combine creativity with technology to communicate ideas and information in an attractive, clear and concise way.

Skills

The student will get the skills to

- work with graphic design, corporate identity and advertising
- create, plan and execute advertising campaigns in collaboration with real companies
- carry out design briefings with classic as well as virtual teams
- apply software to execute design and advertising solutions
- produce innovative and creative ideas and concepts
- measure effects of advertising

Competencies

The student will learn to:

- produce moving images in all forms
- create images for professional publishing
- create consistent, engaging, and readable layouts
- identify and apply principles of composition and layout in advertising design
- communicate effectively in cross-cultural settings.

Assessment criteria

The assessment criteria for the exam are identical to the learning objectives of the subject. The exam is assessed according to the 7-point scale.

The exam form and organisation

The exam is a written, group-based examination with an internal co-examiner. There can only be a maximum of four students in a group. The assignment consists of an advertising

campaign disseminated in a video of maximum 10 minutes duration and a printed, written presentation consisting of minimum 6 standard pages and a maximum of 8 standard pages. The written presentation must include the documentation of the process for the production of the campaign as well as documentation of the process for the development of the solution and a reflection on this. In addition, it must be apparent in the written presentation who contributed what in the production of the video and the written presentation respectively.

The specialisation module (Creative Campaign in Fashion Industry)

Weight: 5 ECTS

Content

In this module you will develop a campaign for a product in the fashion industry. You have to work professionally, creatively, iteratively and convincingly. At the same time, you must ensure that your campaign is based on the product. In this regard, you really have to think aesthetically, when it comes to the main product and other merchandise products that support the product. The selection of merchandise products needs to relate to your communication choices rather than just being seen as isolated design elements.

Knowledge

The student will gain knowledge about:

- the essential design skills to produce content for advertising, corporate identity and web.
- how to explore the creative graphic design process involved in taking a project from idea to finished project.
- the use of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages.
- how to combine creativity with technology to communicate ideas and information in an attractive, clear and concise way.

Skills

The student will get the skills to:

- work with graphic design, corporate identity and advertising
- create, plan and execute advertising campaigns in collaboration with real businesses
- carry out design briefings with classic as well as virtual teams
- apply software to execute design and advertising solutions
- produce innovative and creative ideas and concepts
- measure effects of advertising

Competencies

The student will learn to:

- produce advertising campaigns through a variety of media
- communicate effectively in cross-cultural settings.
- create as an art director for the advertising industry or as an in-house designer for a variety of industries.

Assessment criteria

The assessment criteria for the exam are identical to the learning objectives of the subject. The exam is assessed according to the 7-point scale.

The exam form and organisation

The exam is a written assignment that can be done individually or in a group of two, and there is an internal co-examiner. The exam consists of an advertising campaign presented in a video, which is no longer than 10 minutes and is a presentation of the company, who ordered the campaign. If the assignment is done by two students, a report detailing who did what in connection with the production of the video must be handed-in.

Prerequisites to take the exam

The assignment must be delivered in a timely manner (see Fronter for hand-in deadlines).

Non-compliance with this condition means that the student cannot participate in the exam, and one exam attempt will have been used.

1.4. Elective course 2: Digital Developer and specialisation module 'Web Applications'

Digital Developer

Weight: 5 ECTS

Content

Through exploration and play you will get a chance to dig deeper into the front and backend technologies you were introduced to on previous semesters. You will learn how to work within a modern development process and use the tools of the trade to more rapidly implement your concept ideas.

Animation and data visualisation will be a key part of your solutions and you will explore how these can contribute to your product concept and the overall user experience. By implementing data from external sources, e.g. from social media or open data, you will be trained in structuring, modelling and handling complex information systems.

Knowledge

The student will gain a development-based understanding about:

- technical possibilities for implementing animation
- theories and methods applied within data visualisation
- version control of source code.

Skills

The student will get the skills to:

- plan, structure and handle a complex development process
- model, structure and implement data from external sources
- assess and apply methods and tools for data visualisation.

Competencies

The student will learn to:

- program client and server-based multimedia applications
- acquire new knowledge, skills and competencies in relation to the business area.

Assessment criteria

The assessment criteria for the exam are identical to the learning objectives of the subject. The exam is assessed according to the 7-point scale.

The exam form and organisation

The exam is an individual, oral exam based on a group report, a group presentation and a prototype. The exam is assessed by an internal co-examiner.

There can only be a maximum of four students in a group. The project report must be a minimum of 8 standard pages and a maximum of 12 standard pages. The project report must contain reflections on the process, describe the extent of the prototype and argue for the applied theory.

The prototype should be an interactive digital production.

The oral part of the exam must contain:

- a group presentation of 15 min duration
- followed by an individual oral exam of 10 min duration
- 5 min for the assessment

Prerequisites to take the oral part of the exam

The following requirements must be met to take the oral part of the exam:

The group report and the prototype must fulfil the formal requirements and be handed-in on time (see Fronter for hand-in deadlines)

Non-compliance with one or more of the prerequisites will prevent the student from taking the oral exam, and the student will have used one exam attempt.

Specialisation module (Web Applications)

Weight: 5 ECTS

Content

Modern web technologies like HTML, CSS, Javascript and Php can be used for much more than making webpages. In this course you will learn how to use these technologies to make simple web applications.

Do you want to learn to build a calendar app, a diary, a movie suggestion app, a roleplaying character generator or simply an app that calculates the amount of poppies you will have to eat to survive for 3 weeks?

Knowledge

The student will gain knowledge about:

- practical and applied web application theory
- different frameworks for the development of web applications
- making interactive solutions using data binding
- acquiring and storing data with local storage
- leveraging modern browser features to create complex user experiences.

Skills

The student will get the skills to:

- apply the technological tools necessary to develop a web application
- analyse, model and develop a suitable user experience
- implement audio into the user interaction
- utilise 3rd party functionality and data through APIs
- debug and test throughout the development process.

Competencies

The student will learn to:

- independently acquire new knowledge, skills and competencies within the field of web application development.

Assessment criteria

The assessment criteria for the exam are identical to the learning objectives of the subject. The exam is assessed according to the 7-point scale.

The exam form and organisation

The exam is an individual, written exam with an internal co-examiner, based on a report and a prototype.

The project report must be a minimum of 6 standard pages and a maximum of 10 standard pages. The project report must account for the technical choices and the use of relevant theory.

The prototype must be an interactive digital production and the source code must be uploaded to GitHub.com.

1.5. Elective course 3: Content marketing and Specialisation Module 'Writing Content'

Content marketing

Weight: 5 ECTS

Content

The objective of this student specialisation is to gain competencies in designing content campaigns and digital concepts that create value in new and existing businesses. Focus will be on creating exciting content and value for the customers, users, or clients in different organisational settings. The aim is to combine the four areas of the multimedia programme in new ways that create unique experiences for users and consumers. The core in this course is how to create relevant content for users and to build relationships between the company or organisation and the users/customers. The focus will be on solving problems and fulfilling needs in surprising ways preparing students to become excellent concept developers and create exciting content. After participating in this course, you will be able to create a content marketing strategy, and create value for your customers in your future workplace.

Knowledge

The student will gain knowledge and understanding about

- value creation
- insights into how content marketing affects the entire business
- experience economy
- content marketing
- social media.

Skills

The student will get the skills to:

- use different sketching techniques
- document the process of visual idea development, e.g. through storyboarding
- apply user-centred approaches to design
- visualise functionality in interaction design
- create experience designs
- analyse needs and problems.

Competencies

The student will learn to:

- develop concepts and campaigns in a problem-orientated setting
- develop relevant content on various media platform based on 'sweet spots'
- manage content on various platforms
- content planning
- plan and execute events or other engaging elements within their concepts
- manage complex and innovative processes using content marketing as the guiding force
- manage and integrate different media expressions on various digital platforms
- creation of credible content to attract customers

- solve problems and fulfil user needs in surprising ways.

Assessment criteria

The assessment criteria for the exam are identical to the learning objectives of the subject. The exam is assessed according to the 7-point scale.

The exam form and organisation

The exam is a written group task with an internal co-examiner. There can only be a maximum of four students in a group.

The project report must be a minimum of 6 standard pages and a maximum of 8 standard pages. The project report must include the documentation for the production process of the campaign as well as documentation of the process for the development of the solution and a reflection on how this solution reflects the chosen target audience.

If the assignment is done by a group of students, a report detailing who did what in connection with the production of the campaign and the process documentation must be handed-in.

Prerequisites to take the exam

The assignment must be delivered in a timely manner (see Fronter for hand-in deadline).

Non-compliance with this condition means that the student cannot participate in the exam, and one exam attempt will have been used.

Specialisation Module (Writing Content)

Weight: 5 ECTS

Content

In this module you will have to create a newspaper where the content class will be transformed to a news desk and you have 14 days to create a newspaper from scratch. You will be in charge of taking pictures, making artwork and writing content for the different articles you produce. You will be in charge of the content and the layout of the newspaper.

In this module you will learn how to work with content creation. You will get firsthand experience in writing to a specific target audience. You will be in charge of the whole process from deciding what to put in the newspaper, to finding the good stories. You will learn how to work with content and how to strategically integrate content and layout to suit your target audience.

- writing content
- creating content for a specific target audience
- creating a communication plan
- creating a visual identity.

Knowledge

The student will gain knowledge about:

- practical approaches to content creation
- how to write to a specific target audience
- how to work strategically with visual and written content
- the purpose of using a content management system for publishing content.

Skills

The student will get the skills to:

- writing content
- creating content that is informative and visually appealing
- publish content through a content management system.

Competencies

The student will learn to:

- independently acquire new knowledge, skills and competencies within the field of content creation
- independently acquire competences in working with concept development.

Assessment criteria

The assessment criteria for the exam are identical to the learning objectives of the subject. The exam is assessed according to the 7-point scale.

The exam form and organisation

The exam is a written group task with an internal co-examiner. There can only be a maximum of four students in a group.

The project report must be a minimum of 6 standard pages and a maximum of 8 standard pages. The project report must include documentation of the process for the production of content and choice of format and design. There must be process documentation for the development of the solution as well as reflections on how the choice of content and choice of channels are linked to the defined target audience.

If the assignment is done by a group of students, a report detailing who did what in connection with the production of the project report and the process documentation must be handed-in.

Prerequisites to take the exam

The assignment must be delivered in a timely manner (see Fronter for hand-in deadlines).

Non-compliance with this condition means that the student cannot participate in the exam, and one exam attempt will have been used.