



The electives' catalogue August 2017

Multimedia Design and Communication

The electives' catalogue revised August 2017

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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:

- *Digital Experience Designer* (5 ECTS)
- *Exploring Trends* (5 ECTS)

2) Elective course 2:

- *Frontend Developer* (5 ECTS)
- *Web Applications* (5 ECTS)

3) Elective course 3:

- *Content Creator* (5 ECTS)
- *Storyscaping* (5 ECTS)

The elective elements are connected with a class in which the tuition will be adapted to reflect the chosen elective subject. Regardless of which elective course is chosen, the student must follow the compulsory programme elements 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 chosen elective course.

The student selects their elective course according to interest and job wishes. Teaching is conducted in English for the classes that contain both Danish and international students. It is possible for students to complete their projects and exams in Danish, if the student is studying multimediedesigneruddannelsen, but students studying on the Multimedia Design and Communication programme must do all projects and exams 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 2 individual exams, one in each subject in the chosen electives courses. In the description of the elective course, you can see whether the exam is oral or written. The assessment criteria for the exams include the learning objectives which are

associated with the elective element. The exam is assessed according to the 7-point scale. Each exam is individually assessed and both marks will be shown on your diploma.

Learning objectives

The learning objectives for the offered elective elements are described below for each elective course.

1.1. Completion of the exam

In general, the following applies for all exams 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 part will be elective element (eg Frontend Developer), and the class the student was part of.

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.

1.3. Elective course 1: Digital Experience Designer and ‘Exploring Trends’

Digital Experience Designer

Weight: 5 ECTS

Content

Designing digital experiences draws on different disciplines within concept development and UX to be able to bring ideas to digital concepts via user research, prototyping, information architecture, and validation of the concepts together with real users. Exploring digital media trends is a natural part of designing novel and innovative digital experiences, and it is also a part of this 3rd semester specialisation.

Knowledge

The student will gain knowledge and understanding about:

- interfaces for data exchange with third party services
- key concepts within test based design development.

Skills

The student will get the skills to:

- present design-related problems as well as compare and choose solutions for stakeholders
- collect and assess empirical data on target groups and usage situation
- apply methods and tools for constructing and evaluating information architecture including structuring, planning, and presentation of information.

Competencies

The student will learn to:

- participate in interdisciplinary teams as well as manage the design and development of interactive user interfaces, as well as acquire new knowledge about concept development and user experiences (UX)
- manage the integration of different media types in multimedia applications
- acquire new knowledge about information architecture.

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 and has an internal co-examiner.

The exam form and organisation

The exam is an interdisciplinary, individual, oral exam based on a group report, a group presentation and a digital prototype. The exam is assessed by an internal co-examiner. The group must not contain more than four students. The exam will begin with a group presentation where each group member has five minutes. This is followed by an individual exam, where each student has 15 minutes.

Exam language

English for students doing Multimedia Design and Communication, Danish for multimedia-designer students.

Prerequisites to take the exam

The exam consists of a visualisation of data, as well as a series of digital prototypes that illustrate the process of creating efficient user interaction. It must also include a report outlining the research and process for the development of the handed-in digital prototype. The report must not be longer than 5 standard pages + 3 standard pages per group member, excluding the table of contents, bibliography and appendices. The source code must be handed-in in a zip-file.

The assignment must be delivered in a timely manner (see Study Update 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.

Exploring Trends

Weight: 5 ECTS

Content

The students must explore a self-selected trend based on a cinematic universe. This trend must be transformed into a multimedia production with a ground-breaking design. The students choose an external customer, company or product that can brand themselves by using multimedia production.

Knowledge

The student will gain knowledge and understanding about:

- the history of design and aesthetics in relation to the multimedia field
- communicative instruments and applied genres

Skills

The student will get the skills to:

- evaluate and apply aesthetic styles in relation to the multimedia field
- apply methods and tools to model, structure, and implement functionality
- apply methods and tools for planning and implementing user tests
- compare and choose trends for use in multimedia production
- evaluate and apply communicative elements in different media productions

Competencies

The student will learn to:

- participate in interdisciplinary teams and manage and integrate the expression of digital media on different digital platforms
- manage and create the correlation between identity and design
- manage interactive communication in multimedia products
- acquire new knowledge about trends for use in multimedia production.

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 and has an internal co-examiner.

The exam form and organisation

The exam is an individual written exam consisting of a digital prototype and report. The prototype and the report are equally weighted for the assessment.

Exam language

English for students doing Multimedia Design and Communication, Danish for multimedia-designer students.

Prerequisites to take the exam

The student prepares an individual report outlining the research and the process of development of the digital prototype which has been handed-in. The report must be between 3 and 5 standard pages, excluding the table of contents, bibliography and appendices. The source code must be handed-in in a zip-file.

The assignment must be delivered in a timely manner (see Study Update 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.

1.4. Elective course 2: Frontend Developer and Web Applications

Frontend Developer

Weight: 5 ECTS

Content

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

UX, UI and data visualisation will be a key part of the developed solutions and the student will explore how these can contribute to the product concept and the overall user experience. By implementing data from external sources, the student will learn how to structure, model and handle complex information systems.

Knowledge

The student will gain knowledge and 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:

- programme client and server-based multimedia applications
- select the applicable development tools for the given model and structure and implement data from external sources
- assess and apply methods and tools for data visualisation.

Competencies

The student will learn to:

- plan, structure and handle a complex development process
- acquire new knowledge, skills and competencies in relation to the industry.

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 and has an internal co-examiner.

The exam form and organisation

The exam is an interdisciplinary, individual, oral exam based on a group report, a group presentation and a prototype. The exam is assessed by an internal co-examiner. The group must not contain more than four students. The oral exam is structured as a group presentation of maximum 15 minutes - followed by an individual examination of each student for 10 minutes - with 5 minutes of assessment per student.

Exam language

English for students doing Multimedia Design and Communication, Danish for multimedia-designer students.

Prerequisites to take the exam

The project report must have at least 4 standard pages and no more than 8 standard pages, plus one standard page per group member (so a group of four must have at least 8 pages and no more than 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 assignment must be delivered in a timely manner (see Study Update 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.

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 the student will learn how to use these technologies to make simple web applications.

Knowledge

The student will gain knowledge and understanding 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:

- select and apply the development tools necessary to develop a web application
- present argumentation for the selection of framework and development tools 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.
- plan, structure and manage the development of web applications
- acquire new knowledge, skills and competencies in relation to the industry.

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 and has an internal co-examiner.

The exam form and organisation

The exam is an individual, written exam based on a report and a prototype. The prototype and the report are equally weighted for the assessment.

Exam language

English for students doing Multimedia Design and Communication, Danish for multimedia-designer students.

Prerequisites to take the exam

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](https://github.com).

The assignment must be delivered in a timely manner (see Study Update 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.

1.5. Elective course 3: Content Creator and Storyscaping

Content Creator

Weight: 5 ECTS

Content

Content creator enables the student to produce content for different multimedia platforms while keeping a strong focus on the needs of relevant stakeholders. Focus will be on individual learning processes and the process of personal branding.

Knowledge

The student will gain knowledge and understanding about:

- the essential design skills needed to produce content for personal branding
- working in a problem-orientated manner
- personal branding
- how to reflect on individual learning

Skills

The student will get the skills to:

- create a consistent brand experience
- work in creative processes
- work with text production, professional photos and moving images

Competencies

The student will learn to:

- establish personal learning goals for individual learning
- produce texts targeted at different stakeholders
- produce professional content
- participate professionally in an individual learning experience
- acquire new knowledge, skills and competencies in relation to the industry

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 has an internal co-examiner.

The exam form and organisation

The exam is an oral, individual exam 20-minutes long, which is based on the student's own portfolio as well as their synopsis. The students are examined for 15 minutes without a prior presentation, and the exam is assessed and feedback is given for 5 minutes.

Exam language

English for students doing Multimedia Design and Communication, Danish for multimedia-designer students.

Prerequisites to take the exam

The synopsis must be no longer than 2 standard pages. The focus of the student's portfolio is to produce content for the purpose of personal branding.

The assignment must be delivered in a timely manner (see Study Update 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.

Storyscaping

Weight: 5 ECTS

Content

In this module, the student will work using a case and will practice telling brand stories across media channels. Focus will be on uniting storytelling techniques, visual communication and strategies to market brands in engaging experiences.

Knowledge

The student will gain knowledge and understanding about:

- the difference between communication channels and their internal dynamics
- developing unified customer journeys

Skills

The student will get the skills to:

- plan and create a unified and holistic user-centred experience including all the touch points in the customer journey
- work with different storytelling techniques
- work with animation techniques
- select from different storytelling techniques and present the appropriate technique for a developed concept
- create consistent and engaging storytelling across platforms with multiple types of content
- tell brand stories through animation
- argue for the value creation of content production

Competencies

The student will learn to:

- develop engaging concepts with different types of content aimed at different media platforms
- participate professionally in an individual learning experience
- acquire new knowledge, skills and competencies in relation to the industry

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 and has an internal co-examiner.

The exam form and organisation

The exam is an individual, written task consisting of a report which describes the storyscaping concept, and which accounts for the individually produced content. In addition, individually produced content must also be handed-in. It is a requirement that animation is incorporated in some of the content. The three parts (report, concept and own produced content) are weighted equally in the assessment.

Exam language

English for students doing Multimedia Design and Communication, Danish for multimedia-designer students.

Prerequisites to take the exam

The individually prepared report must be at least 3 standard pages and no more than 4 standard pages. The storyscaping concept should be engaging with various types of content on relevant media platforms. The concept must be prepared by groups consisting of 2-4 students. In addition to the concept and the report, the student must hand-in own produced content.

The assignment must be delivered in a timely manner (see Study Update 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.