

CURRICULUM

THE ELECTIVES CATALOGUE

EFFECTIVE DATE 1 AUGUST 2018

**ACADEMY PROFESSION DEGREE PROGRAMME
IN MULTIMEDIA DESIGN
(AP DEGREE PROGRAMME IN MULTIMEDIA DESIGN)**

This is a translated version of the Danish curriculum. In case of any discrepancies between this curriculum and the Danish curriculum, the text in the Danish curriculum applies.

The electives catalogue MMD 2018

The elective programme elements equate to 30 ECTS points. Electives, as well as their learning objectives, are described in this catalogue. Each elective is equivalent to 30 ECTS. Students choose one of the following three electives:

Digitalt design og Indhold (30 ECTS) (DK)

Persuasive Content (30 ECTS) (ENG)

Frontend Design (30 ECTS) (ENG)

Digitalt design og Indhold is conducted in Danish, whereas Persuasive Content and Frontend Design are conducted in English. Students from the Danish line who sign up for one of the electives in English may hand in assignments and take the exam in Danish.

Students may follow electives at other institutions provided that they pay for their own transportation, overnight accommodation, etc.

Third semester exam – elective subject exam

ECTS scale

30 ECTS

Requirements for the electives subject exam

Learning objectives

An electives subject exam is held at the end of the third semester based on the learning objectives for the individual electives as described in this catalogue.

Exam form and organisation including any formal requirements

The purpose of the exam is to test students' understanding of theory, methods and tools relevant to the elective subject.

The exam project is to be prepared in groups of 2 to 4 students.

The project work must be interdisciplinary and problem-oriented. The project must result in a functional digital prototype and a report documenting the development process and the product.

The formal requirements for the project can be further detailed or changed on the learning platform for Multimedia Design if academic concerns speak in favour of this.

The report must not exceed 18 standard pages for 2 group members plus 3 standard pages for each additional group member.

Front page, table of contents, bibliography and appendices are not included in the maximum number of pages.

A standard page is 2,400 characters including spaces and footnotes. Charts and graphs account for 500 characters each. Screenshots, illustrations and photos do not count.

It must appear clearly from the report what each group member has contributed (individualisation).

Internal exam

An oral individual exam based on a joint presentation or a group exam based on an exam project. The exam is held at the end of the third semester.

Hand-in

Assignments must be handed in through Wiseflow. Assignments handed in too late will be rejected, and students will have used an exam attempt.

Learning objectives

The learning objectives for the elective subject exam are identical to the learning objectives for the elective. See the learning objectives in the electives catalogue.

The exam

The exam consists of

- Presentation
- Examination
- Grading

Assessment

The exam will be assessed by one or more examiners according to the 7-point grading scale. Students receive one grade based on an overall assessment of the product, documentation report, presentation and examination. The assessment of the performance is a reflection of students' understanding and presentation of the learning objectives for the third semester, as described in the curriculum.

Digitalt design og Indhold (30 ECTS) (DK)

Formålet med valgfaget er at kvalificere den studerende til at designe og programmere digitale løsninger og digitalt indhold på tværs af platforme. Med udgangspunkt i UX research og -design

anvendes frameworks og CMS til design af digitale kommunikationsløsninger. Der anvendes journalistiske metoder til udvikling af indhold, og der fokuseres på digital forretningsforståelse, data-dreven markedsføring og e-handel i forhold til den studerendes fremtidige deltagelse i professionelle arbejdssammenhænge.

Læringsmål for Valgfaget Digitalt Design og Indhold

Viden

Den studerende har viden om og forståelse for:

- konventioner inden for webgenrer og stilarter
- problemorienterede og brugercentrerede designprocesser til multimedieproduktion
- planlægning, eksekvering og effektmåling af sociale medier og content management (CMS)
- data og dataformater samt persistering af data i relation til CMS-baserede løsninger
- strukturering af information i et brugercentreret design
- branding, markedsføring, aktivering og vedligehold af indholdsuniverser
- journalistiske metoder, herunder research, interview og storytelling
- udvikling, udarbejdelse, publicering og overvågning af indhold til sociale medier
- [juridiske og etiske guidelines](#) i forbindelse med digitale kommunikations- og e-handelsløsninger
- [forståelse for estimering af ressourcebehov](#) i forbindelse med planlægning af en opgave
- holde sig opdateret inden for aktuelle digitale trends og teknologier

Færdigheder

Den studerende kan:

- vurdere, vælge og anvende aktuelle biblioteker, frameworks og Content management systemer til design og udvikling af avancerede digitale brugergrænseflader
- anvende centrale teknologier til udveksling og præsentation af komplekse datasæt i digitale brugergrænseflader
- anvende, udarbejde og dokumentere pattern libraries og design systemer
- tilpasning af CMS baserede webløsninger, herunder udvikling af templates
- anvende UX-baserede metoder til test, vedligeholdelse og udvikling af webbaserede kommunikationsløsninger
- anvende centrale metoder og teorier til at skabe persuasive og engagerende brugeroplevelser
- udvikle og planlægge indhold og indholdsformater til engagerende brugeroplevelser
- producere indhold i form af tekst, grafik, animation, foto og video til digitale kommunikationsløsninger
- anvende teorier, metoder og værktøjer til digital markedsføring
- anvende digital forretningsforståelse og e-handel med henblik på at udarbejde data-dreven markedsføring

- identificere og vurdere nye teorier og teknologi i relation til digital kommunikation
- anvende og implementere nye teorier og teknologier i forbindelse med design og udvikling af digitale kommunikationsløsninger

Kompetencer

Den studerende kan:

- selvstændigt og i teams planlægge og eksekvere indhold og brugergrænseflader med udgangspunkt i forretningsforståelse og brugerundersøgelser
- identificere, tilegne sig og udvikle ny viden og færdigheder inden for et afgrænset emneområde, samt kommunikere disse til eksterne interessenter
- planlægge styre og indgå i udviklingsorienterede og tværfaglige arbejdsprocesser,
- identificere og anvende relevante teorier og metoder, terminologi og værktøjer til implementering af komplekse digitale medieproduktioner

ECTS-omfang

Valgfaget Digitalt Design og Indhold har et omfang på 30 ECTS-point.

The elective Persuasive Content:

The purpose of the elective is to qualify the student to undertake the design and production of audiovisual content, focusing on ideation, communication, storytelling and strategic content production across media platforms.

The elective focuses on the user experience across digital media platforms, the creation of video content & marketing, immersive UX, data visualisation, animation/explainers, social media content, interface design, exploring digital media trends & CMS with for the purpose of creating targeted digital content.

Learning objectives for the elective Persuasive Content

Knowledge

The student has gained development-based knowledge and an understanding of:

- methods and techniques for planning, organising and designing user interfaces in relation to immersive media platforms
- core theory and terminology for design and storytelling in relation to persuasive user interfaces
- publishing and distribution of immersive platforms
- data visualisation within an immersive environment
- methods of user involvement in the design process of persuasive UX
- aesthetic means and different strategies for storytelling and content dissemination across immersive media platforms as well as dramaturgical/narrative structures for the dissemination of content and message

- aesthetic means and narratives for the dissemination of interactive content with a specific intention
- ideation and format development, including recording, editing, publishing of content for immersive platforms
- legal and ethical guidelines and how new technology changes expectations, values and business practices
- estimating resource requirements in planning a task
- technologies and techniques for the production and execution of persuasive audiovisual expressions
- how to stay up to date with digital trends and technologies

Skills

The student has acquired the skills needed to:

- apply methods and techniques for creating and implementing interactive infographics and dynamic data visualisations
- apply methods and techniques for creating and implementing story driven motion graphics /animations for immersive platforms and user interfaces
- develop innovative user interfaces with immersive content
- templating create templates and customising customise CMS-based web solutions
- plan and complete user tests for user interfaces & content
- use methods for the design of engaging and immersive user experiences
- plan and complete production of different audiovisual formats, with production value
- use methods and techniques for production and post-production targeted towards various immersive media platforms, including digital workflow and documentation from pre- to post-production
- use methods and selected tools for digital marketing
- use techniques, production equipment / hardware and relevant digital tools / software in different parts of the production phase for different media platforms

Competencies

The student has acquired the competencies needed to

- in teams, or individually, plan and develop complex user interfaces related to user experience, content, business and technology
- identify, acquire and develop their own skills and knowledge in relation to a specified subject area and communicate these to external stakeholders
- enter into development-oriented and/or interdisciplinary work processes
- identify and apply relevant theories, methods, terminology and tools for implementing complex digital media productions

No. of ECTS

30 ECTS points

The elective Frontend Design:

The purpose of the elective is to qualify the student to work with HTML, CSS and JavaScript to create advanced interactive web applications. The elective has a holistic view on all aspects of frontend design, with an increased focus on the technical aspects. Programming is at the core of frontend design, as is an in-depth understanding of the fundamentals. In addition, modern tools and frameworks for efficient development and deployment are introduced.

Learning objectives for the elective Frontend Design

Knowledge

The student has gained development-based knowledge and an understanding of:

- developing using a commonly used package manager for managing complex applications
- a version control system for sharing of knowledge, specifically for collaborative work
- core technologies and methods for data persistence in web applications
- how to enhance affordance using animations and/or visual means
- creating user stories to document how the user interacts with the solution
- aesthetic means and ethical considerations in frontend design
- dynamically created graphical elements
- legal and ethical guidelines and how new technology changes expectations, values and business practices
- estimating resource requirements in planning a task
- the current web technology landscape of tools and frameworks
- how to stay up to date with digital trends and technologies

Skills

The student has acquired the skills needed to:

- solve complex problems in relation to the DOM / CSSOM using JavaScript
- use core web technologies to create complex interactive user-interfaces
- use and understand existing design systems, and UI frameworks
- plan, document, and communicate user-interface implementations, using core methods and standards
- automate optimisation of websites for fast delivery, including content optimisation
- create engaging forms and interactions that provide relevant feedback to the user
- create Data Visualisations to present complex data
- plan and create content and prepare it for presentation and scripting
- use methods and selected tools for digital marketing
- identify and test the current state of available technologies, as well as up-and-coming features

- experiment with new cutting-edge features/frameworks/tools, and plan for learning more

Competencies

The student has acquired the competencies needed to

- in teams, or individually, plan and develop complex user interfaces related to user experience, content, business and technology
- identify, acquire and develop their own skills and knowledge in relation to a specified subject area and communicate these to external stakeholders
- enter into development-oriented and/or interdisciplinary work processes
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