The electives' catalogue January 2018

Multimedia Design and Communication

The electives' catalogue, revised January 2018

Content

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: *Frontend Developer* (5 ECTS) which is associated with the specialisation module *Web Applications*
2) Elective course 2: *Content Creator* (5 ECTS) which is associated with the specialisation module *B2B Encounters*

The elective elements are connected with a class in which the tuition will be 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 subject in the chosen elective course - i.e. two written 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 and has an internal co-examiner.

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 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 will be part of the specialisation (e.g. 'Frontend Developer').

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: Frontend Developer and specialisation module 'Web Applications'

Frontend Developer

Weight: 5 ECTS

Content

Through exploration and prototyping the student will get a chance to dig deeper into the frontend technologies that they were introduced to in 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 in an interactive prototype.

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 a development-based understanding about:
- principles and best practices for user interface animation as well as the technical possibilities for implementing user interface animation
- theories and methods applied within frontend prototyping
- the technical aspects of the browser environment.

Skills

The student will get the skills to:
- design and program advanced user-interfaces
- collaboratively work with the development of code
- implement and design the presentation of data from external sources.

Competencies

The student will learn to:
- plan, structure and handle a complex development process using relevant tools and methods with an intended user experience in mind
- 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.

Exam form and organisation

The exam is an interdisciplinary, individual, oral exam based on a group report and a prototype. The exam lasts 15 minutes, of which:

- 10 minutes is for the exam and
- 5 minutes is for assessment and feedback.

One individual mark is given on the basis of the oral examination.

Prerequisites to take the exam
The project report must have a min. of 2 – max. of 3 normal pages per group member (a group of four must have 8-12 pages) and must contain argumentation for the prototyped solution and examples of its implementation.

The prototype should be an interactive digital production based upon a given case. 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.

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.

Exam form and organisation

The exam is an individual, written exam 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.

Prerequisites to take the exam

The written report and prototype, which forms the basis of assessment and examination, must comply with the formal requirements and must be handed-in on time in accordance with the examination plan available on Study Update.

Non-compliance of one or more prerequisites or in the event that the assignment is not handed-in on time, will mean that the student will not be able to take part in the exam and one exam attempt will have been used.

1.4. Elective course 2: Content Creator and specialisation module 'B2B Encounters'

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.

Skills
The student will get the skills to:
- work in creative processes
- work with text production, professional photos and moving images

Competencies
The student will get the skills to:
- set learning goals for individual learning development
- reflect on individual learning
- write text targeted to different stakeholders
- produce professional still images and moving images
- create a consistent brand experience
- 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.

Exam form and organisation
The exam is an individual oral exam, which is based on the student's own portfolio as well as their 2 normal page synopsis. The focus of the student's portfolio is to produce content for the purpose of personal branding.

An individual mark is given based on an overall assessment of the student's portfolio and their oral performance. The exam lasts 25 minutes, of which:

- Presentation: 10 min.
- Exam: 10 min.
- Assessment and feedback: 5 min.

Prerequisites to take the oral part of the exam

The portfolio and synopsis must be handed-in 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.

Specialisation module (B2B Encounters)

Weight: 5 ECTS

Content

Through exploration and prototyping, the student will get a chance to dig deeper into content development and UX and produce in a real-life situation, by cooperating with a major Danish company.

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.

Knowledge

The student will gain knowledge and understanding about:
- methods for implementing ideas through prototypes
- central theories for working user 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 user journey
- produce content ready for user tests, through rapid prototyping techniques
- develop engaging concepts with different types of content, aimed at different target groups.

Competencies

The student will learn to:
- 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.

Exam form and organisation

The exam is an interdisciplinary, individual, oral exam based on a group report and a prototype. The exam lasts 15 minutes, of which:

- Presentation: 5 min.
- Exam: 5 min. and
- Assessment and feedback: 5 min.

An individual mark is given based on an overall assessment of the group report and the oral performance.

Prerequisites to take the oral part of the exam

The project report must have a of min. 2 – a max. of 3 normal pages per group member (a group of four must have 8-12 pages) and must contain a problem statement and argumentation for the prototyped solution.

The prototype should be an interactive digital production.

After the hand-in of the report and prototype, the project team will present their solution. Participation in the presentation is a prerequisite to participate in the oral exam.

The report and prototype must be handed-in 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.