

# Multimedia Design and Communication 2nd. Semester

**Programme:**

AP Degree Programme in Multimedia Design and Communication

**Semester:**

2. Semester of the programme.

**Pre-requisites:**

A foreign qualification from a similar major, up to 1 year

**Availability:**

Spring Semester: (January- June)

**Programme information for exchange (Learning Agreement):**

For a detailed course description kindly, refer to the programme curriculum found under programme information on <http://zibat.dk/curriculums-ordinary-programmes/>

**Semester overview:**

<i>Study Programme at the Receiving Institution</i>				
<b>Planned period of the mobility: from [month/year] ..... to [month/year] .....</b>				
<b>Before the mobility</b>		<b>Component title at the Receiving Institution</b> (as indicated in the course catalogue)	<b>Semester</b> [e.g. autumn/spring; term]	<b>Number of ECTS credits (or equivalent) to be awarded by the Receiving Institution upon successful completion</b>
	MMD3	<b>Understanding business (Mandatory)</b>	<b>Spring</b>	<b>5</b>
	MMD3	<b>Communication &amp; Presentation (Mandatory)</b>	<b>Spring</b>	<b>5</b>

	MMD3	<b>Design &amp; Visualization (Mandatory)</b>	<b>Spring</b>	<b>10</b>
	MMD3	<b>Interaction Development (Mandatory)</b>	<b>Spring</b>	<b>10</b>
				<b>Total: 30 ECTS</b>
Web link to the course catalogue at the Receiving Institution describing the learning outcomes:				

**The compulsory programme element:**

Content:

The compulsory elements aim to provide the student with the qualifications to plan multimedia productions with several participants. The student must be able to design and create digital user experiences using user-centred methods and key programming principles.

- Understanding Business
- Communication and Presentation
- Design and Visualization
- Interaction Development

**Exam:**

30 ECTS: Multimedia Production 2 concludes with an external exam with 7- point scale.

<b>Component title at the Receiving Institution</b> (as indicated in the course catalogue)	<b>Course Component Description</b>
<b>The Company (Mandatory)</b>	The student will develop knowledge and understanding of:

	<ol style="list-style-type: none"> <li>1. The company's environment, including the company's stakeholders and the company's resource base</li> <li>2. How to use tools and data for the optimisation of multimedia production</li> <li>3. Central methods and tools for project management and estimating multimedia productions</li> </ol> <p>The student will get the skills to:</p> <ol style="list-style-type: none"> <li>1. Use important tools data for the optimisation of multimedia production</li> <li>2. Plan and evaluate the product management and quality assurance in team based multimedia productions</li> </ol> <p>Course description:</p> <ul style="list-style-type: none"> <li>• Registration and budgeting</li> <li>• Marketing and Resources</li> <li>• Advanced project management</li> <li>• SEO &amp; the user of data</li> <li>• Google analytics</li> <li>• Social Media and Data</li> </ul>
<p><b>Communication &amp; Presentation (Mandatory)</b></p>	<p>This core area will help the students to understand digital media and create innovative digital user experience. The student can produce digital content and user-centred communication.</p> <p>Course description:</p> <p><b>Theme 1 **:UX 1</b></p> <ul style="list-style-type: none"> <li>• Information Architecture (IA)</li> <li>• User Journey Blueprint <ul style="list-style-type: none"> <li>– From user scenarios to IA</li> <li>– Consistency between content and IA</li> <li>– Prioritizing content</li> <li>– Organisation and classification of content</li> </ul> </li> </ul>

	<p><b>Theme 2: Music</b></p> <ul style="list-style-type: none"> <li>• Content II <ul style="list-style-type: none"> <li>– Storytelling</li> <li>– Text models</li> <li>– Reportage as a genre</li> <li>– Textmodel for web - write in layers</li> <li>– Storytelling</li> <li>– Angle and frame</li> <li>– SoMe content</li> <li>– Reportage</li> <li>– Write for the senses</li> </ul> </li> </ul> <p><b>Theme 3: UX 2</b></p> <ul style="list-style-type: none"> <li>• Content marketing (SEO)</li> <li>• Content marketing (Soc. media) <ul style="list-style-type: none"> <li>– Social media and content strategy</li> <li>– Social media and ROI</li> <li>– Specific tools for SOME marketing eg Instagram as a tool</li> <li>– Reviewing the major SOME players and how they can be used</li> <li>– SEO content and content building</li> </ul> </li> </ul>
<p><b>Design &amp; Visualization (Mandatory)</b></p>	<p>This core area will ensure that the students can design and develop advanced digital user interfaces based on the principles of user-centred design drawing on international trends within the digital design.</p> <ul style="list-style-type: none"> <li>• Graphic design</li> <li>• Adobe Creative Cloud: Mainly Illustrator and InDesign</li> <li>• Prototyping</li> <li>• Style tiles and visual identity</li> </ul>

	<ul style="list-style-type: none"> <li>• UX design; user journey mapping, service blueprints</li> <li>• Information graphics</li> <li>• Persuasive design.</li> <li>• Video editing</li> <li>• Storyboards</li> </ul>
<p><b>Interaction Development (Mandatory)</b></p>	<p>This core area will ensure that the student can model, structure and develop complex digital user interfaces as well as manage large data sets for the use in the presentation of digital user interfaces.</p> <p>The student will develop knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. Key technologies for data persisting</li> <li>2. Central and up-to-date programming paradigms for development of digital user interfaces</li> <li>3. Data formats and the exchange of the limited data sets, synchronously and asynchronously with the server</li> </ol> <p>The student will get the skills to:</p> <ol style="list-style-type: none"> <li>1. Apply key programming principles, including control structures, functions and variables for the development of the digital user interfaces</li> <li>2. Apply key technologies for managing and displaying the content in the production of digital user interfaces</li> <li>3. Apply key technologies, methods and data formats for the exchange and presentation of data in the digital user interfaces</li> </ol> <p><b>Theme Musician</b></p> <ul style="list-style-type: none"> <li>• jQuery I</li> <li>• jQuery II</li> <li>• jQuery III</li> <li>• API</li> </ul> <p><b>Theme UX</b></p> <ul style="list-style-type: none"> <li>• JavaScript I</li> </ul>

- JavaScript II
- JavaScript III

**Theme Data**

- DOM & flowchart
- AJAX
- JSON
- API
- API