

# Multimedia Design and Communication 3rd. Semester

**Programme:**

AP Degree Programme in Multimedia Design and Communication

**Semester:**

3. Semester of the programme.

**Pre-requisites:**

A foreign qualification from a similar major, up to 1-2 years.

**Availability:**

Autumn Semester: (September – January)

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

	MMD3	<b>Design &amp; Visualization (Mandatory)</b>	<b>Autumn</b>	<b>5</b>
	MMD3	<b>Interaction Development (Mandatory)</b>	<b>Autumn</b>	<b>5</b>
	MMD3	<b>Photography (Elective)</b>	<b>Autumn</b>	<b>10</b>
	MMD3	<b>Graphic Design for Print (Elective)</b>	<b>Autumn</b>	<b>10</b>
	MMD3	<b>Maker Startup (Elective)</b>	<b>Autumn</b>	<b>10</b>
	MMD3	<b>Development of virtual reality experiences (Elective)</b>	<b>Autumn</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 will help provide the student with the qualifications to evaluate and use international development trends to create innovative user experiences in digital media and user interfaces. The student will be able to manage and present major data sets in a digital user interfaces. The student will be able to manage and present major data sets in a digital user interface.

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

ECTS: 20 ETCS credits allocated as follows:

- 5 ETCS credits from the Understanding Business core area
- 5 ETCS credits from Communication and Presentation
- 5 ETCS credits from Design and Visualization

- 5 ETCS credits from Interaction Development

**Elective programme elements:**

The elective programme elements give the students an opportunity to enhance his/her academic and professional qualifications by specializing and putting themes into perspective within the wider scope of multimedia design.

10 ECTS is covered by elective components. Different courses are offered and the student must select two to reach the full semester credits, 30 ECTS.

**Exam:**

20 ECTS: Multimedia Production 3 with 7- point scale, internal exam.

10 ECTS: Elective programme element with 7- point scale, internal exam.

<b>Component title at the Receiving Institution</b> (as indicated in the course catalogue)	<b>Course Component Description</b>
<b>The Company (Mandatory)</b>	<p>The student will develop knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. How to apply digital media business models</li> <li>2. Budgeting for multimedia products.</li> </ol> <p>The student will get the skills to:</p> <ol style="list-style-type: none"> <li>1. Evaluate and analyze data and draw up solutions as the basis for innovative development of multimedia products</li> <li>2. Evaluate, apply and communicate innovative methods in multimedia production</li> </ol>

**Communication &  
Presentation  
(Mandatory)**

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 –centered communication.

**Course Description:**

- **User Research**
  - Media Sociology
  - Sociology
  - Social and digital network
  - Privacy
  
- **Content - Writing content**
  - Storytelling
  - Instruments in texts
  - Fictional grips
  - Content quality
  - Source criticism. Fake news
  - Texts and SEO
  - Hands on Writing
  
- **Content - Content marketing**
  - Content Matrix
  - Content strategy
  - Communication strategy
  - Attension
  - Shit and lovestorms
  - Content curation
  - Plagiarism
  - Target groups - target group -target group
  
- **E- mail marketing and press material**
  - Layout, pictures and content for newsmail
  - Motivating designs

	<ul style="list-style-type: none"> <li>- Create pressmaterial</li> <li>- Email marketing types</li> <li>- Email content</li> <li>- Customer Life Circle</li> <li>- Tracking</li> </ul>
<p><b>Design &amp; Visualization (Mandatory)</b></p>	<p>This cores 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>• Advanced Graphic design</li> <li>• Adobe Creative Cloud: mainly After Effects and Indesign</li> <li>• Video editing</li> <li>• Photography</li> </ul>
<p><b>Interaction Development (Mandatory)</b></p>	<p>Our learning is going to build on what we have already learned in the interaction course in the first year of the multimedia education: HTML, CSS, JavaScript and Wordpress. You will learn to work with php programming and sql-database. It will be an exciting and challenging semester, where there is a particular focus on interaction development.</p> <p>The student will develop knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. Central and up-to-date libraries and frameworks for the development of advanced digital user interfaces.</li> <li>2. Data structure, data formats and the exchange of complex data sets with serves.</li> </ol> <p>The student will get the skills to:</p> <ol style="list-style-type: none"> <li>3. Apply key technologies for the exchange and presentation of complex data sets in the digital user interfaces</li> <li>4. Evaluate, set-up, select and the use up-to-date libraries and frameworks for innovative development of advanced digital user interfaces in a multimedia production</li> <li>5. Communicate the development process to stakeholders.</li> </ol>

	<ul style="list-style-type: none"> <li>• Html</li> <li>• CSS,</li> <li>• JavaScript</li> </ul> <p><b>Course description:</b></p> <ul style="list-style-type: none"> <li>• JQuery - Basic</li> <li>• JQuery – LocalStorage</li> <li>• JQuery- Arrays and JSON</li> <li>• Resource Flow, “ Draw before code”, Development Enviroment, Server – PHP/MySQL (Table, insert, Select), HTML+ PHP, include, loop intro.</li> </ul>
<p><b>Photography</b> <b>(Elective)</b></p>	<p>This elective is for the multimedia design student, who wants to build up and strengthen skills within modern image making. Whether it be as a photographer, art director or within communication, this elective seeks to strengthen your abilities to shoot and recognize good images, but also to develop a language suitable for discussing photographic images.</p> <p><b>The course we will touch upon:</b></p> <ul style="list-style-type: none"> <li>• How to manipulate light and manually control a digital SLR</li> <li>• Image composition and development of a photographers eye/vision</li> <li>• Photographic language</li> <li>• Knowledge in genres, such as: portrait, documentary, landscape/nighttime, product, studio photography, graphic still life and personal photography</li> <li>• Professional image processing in Photoshop CC</li> <li>• How to approach photographing people as a professional</li> <li>• Printing photos, print matters, exhibitions, photo book as a medium</li> <li>• The history of art and documentary photography</li> </ul>
<p><b>Digital photographic</b> <b>(Elective)</b></p>	<p><b>Strengthen you competences as a multimedia designer</b></p> <p>As a multimedia designer you can get a job where you are asked to fx layout an article, poster or brochure. If you will be better prepared for these kind of challenges - and at the same time take a break from the coding - this is the elective for you.</p>

The elective is about Graphic Design for Print, and you will get the chance to train your graphic skills through different concrete assignments. Through your work you will strengthen your graphic competences and your skills in Adobe InDesign.

### **Expand your portfolio**

During this elective you will be working with different visual expressions fx brochures, posters or book/magazine format. You will also train your skills in composition and layout during exercises based on different design principles. When you have finished this elective you will have several different productions to put in your portfolio.

### **Improve your graphic design eye**

Ongoing feedback on the assignments is an important part of the learning objectives of this elective. Both your own feedback and the teachers. You will therefore be better at assessing whether a graphic design will work or not.

Being able to assess and talk about graphic design is an ability you will be able to use in many contexts. Both if you have to do the design yourself, but also if you need to communicate with graphic designers or customers in your future work.

### **Knowledge**

- Aesthetics in relation to graphic design for print
- Methods to evaluate and improve composition
- Theories and methods for manufacturing graphic production for print

### **Skills**

- Assess and apply relevant methods from concept and concept development to graphic design
- Design of graphic material for print based on key theories
- Evaluate and apply key principles in graphic design
- Assess and apply aesthetic styles related to print

### **Competences**

- Visualize the relationship between message and graphic design for print
- Plan and develop graphic material for print in different formats and qualities

	<ul style="list-style-type: none"><li>• Participate in interdisciplinary teams both internally and externally through professional approaches and methods</li><li>• Acquire new knowledge, skills and competencies in relation to the profession</li></ul>
--	--