# CURRICULUM

## THE ELECTIVES CATALOGUE

## EFFECTIVE DATE JANUARY 2022

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

kea
KØBENHAVNS ERHVERVSAKADEMI

**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 2022**
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** (30 ECTS) (DK)
**Digital Business, Marketing and Content** (30 ECTS) (ENG)
**Frontend Design** (30 ECTS) (ENG)

Digitalt Design is conducted in Danish, whereas Digital Business, Marketing and 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.

**Valgfaget Digitalt Design:**
Formålet med valgfaget er at kvalificere den studerende til at designe og programmere digitale løsninger. Med udgangspunkt i UX-research, lærer den studerende at idéudvikle og designe

digitale prototyper ved hjælp af brancherelevante metoder og værktøjer. Der anvendes html, css, javascript og frontend frameworks til udvikling af funktionelle prototyper. Målet er at den studerende i fremtiden kan skabe karriere inden for UI- og UX-design samt frontend udvikling.

**Læringsmål for Valgfaget Digitalt Design**

**Viden**

Den studerende har viden om og forståelse for:

- metoder og tilgange til udvikling af forskellige typer digitale designopgaver
- opbygningen af eksisterende digitale løsninger samt hvordan der kan udvikles videre på disse
- relevante arbejdsmetoder, designprocesser og værktøjer til udvikling af digitale kommunikationsløsninger
- det visuelle hierarkis funktion og anvendelse i digitale designløsninger
- løsninger der interagerer med brugerne
- metoder og værktøjer til strukturering af information i et brugercentreret design (informationsarkitektur)
- brugerrejsen gennem en digital løsning med henblik på optimering
- centrale metoder og teorier til design af overbevisende brugeroplevelser
- metoder og værktøjer til copywriting i forbindelse med design af digitale brugergrænseflader
- metoder og værktøjer til indholdsproduktion i digitale løsninger
- relevante juridiske aspekter af digital design og udvikling
- personlig, faglig opdatering inden for aktuelle digitale trends og teknologier

**Færdigheder**

Den studerende kan:

- anvende brancherelevante værktøjer og metoder til udvikling af digitale prototyper
- udvikle et visuelt koncept i en digital kontekst
- anvende, udvikle og dokumentere designsystemer og pattern libraries
- udvikle digitale brugergrænseflader ved hjælp af html, css, javascript samt relevante frontend frameworks og kodebiblioteker
- udvikle webløsninger i henhold til branchens best practices og standarder
- udvikle digitale løsninger med fokus på digital tilgængelighed

- undersøge og identificere brugernes behov samt anvende indsigter til design af digitale brugergrænseflader
- anvende brugercentrerede metoder til test og forbedring af digitale kommunikationsløsninger
- producere og efterbehandle indhold i form af tekst, grafik, foto og video med henblik på løsningens samlede visuelle udtryksform
- designe og publicere infografik og datavisualisering
- planlægge og udføre designopgaver med relevante værktøjer og metoder, herunder estimere ressourcebehov i forbindelse med planlægning af en opgave
- anvende forskellige teknologier til udvikling af digitale løsninger

**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 Digital Business, Marketing and Content:**
The purpose of this elective is to qualify the student to design and programme user interfaces with a focus on digital business, content and marketing.
Central elements in the elective include the creation of video marketing content, permission marketing/e-mail marketing, animation/explainers, SoMe marketing, data analysis, infographics, methods for designing engaging user experiences across media platforms (in CMS-based web solutions and on SoMe platforms), E-commerce and exploring digital media trends with the purpose of creating targeted digital content, SEM, SEO and VSEO.
It is an important element of this elective to collaborate closely with various lines of business. Students will be working on cases from different companies and industries. The purpose of this is to train central methods and practises of the profession.

**Learning objectives for the elective Digital Business, Marketing and Content**
**Knowledge**
*The student has gained development-based knowledge and an understanding of:*

- methods and techniques for planning, organising, designing and programing user interfaces with a focus on marketing and complex digital content
- theory and terminology of design and storytelling in relation to user interface
- trends in digital design and different tools and techniques for developing user interfaces
- tools and methods for data-driven design processes
- applied methods and theory for gaining user insight in the process of designing and programing digital content
- tools, theories and methods for organising information (information architecture) in complex communication solutions
- aesthetic means, storytelling methods and dramatic structuring of narratives for disseminating complex digital content with specific intentions across platforms.
- ideation and development of formats for digital content across different platforms
- legal and ethical guidelines in relation to digital marketing and e-commerce
- relevant tools for visualisation of data in order to interpret and measure digital marketing performance
- theories and methods for planning and implementing digital projects
- technologies and techniques for designing and programing digital content
- international trends and technologies in business practices of digital marketing and digital production.

**Skills**

*The student has acquired the skills needed to:*

- apply methods and techniques for creating and implementing digital content across different platforms with the purpose of optimising user interfaces
- design and develop CMS-based web solutions according to best practices
- assess, select, optimise and configure plugins, themes, libraries, frameworks and tools for the design and development of complex user interfaces
- design, optimise and manage third party user interfaces
- plan and complete tests for user interfaces and digital content
- design engaging user experiences across media platforms (in CMS-based web solutions and on SoMe platforms)
- manage digital workflow and tools for planning, designing and producing complex digital content

- use methods, tools and techniques for the production, post-production and publishing of various types of digital content
- plan and execute digital marketing campaigns using relevant methods, tools and techniques
- develop digital business and e-commerce solutions with a focus on marketing
- assess the influence of different techniques and technologies and select relevant techniques and technologies for multimedia production
- experiment with new features and tools 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
- identify and apply relevant theories, methods, terminology and tools for implementing complex digital media productions

**No. of ECTS**

**30 ECTS**